



MANAGED PRINT SERVICES:

The Best Supplies Make the Happiest Customers

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Print services providers find that offering OEM supplies improves printing performance, cuts down on service calls and leads to better profitability.

Providers of [managed print services](#) (MPS) face a daunting challenge. Responsible for hundreds, thousands or even tens of thousands, of commercial printing devices in the field, they find themselves vulnerable to expensive troubleshooting and service calls every day. It can be hard for them to be proactive about their future plans for profitability if their daily grind is full of reactive customer service issues.

One powerful way to tamp down those everyday flare-ups: rely on original print supplies. For MPS providers, choosing “so called” compatible or imitation ink and toner cartridges might seem less expensive up front, but they are likely to cause costly problems down-the-road. OEM supplies also make for a happier and more productive workforce. For example, technicians from MPS provider [Lasers Resource](#) were quick to point out that switching to Original HP toner cartridges was one of the best decisions their company made and has significantly improved the quality of their day-to-day jobs.

The MPS Advantage

MPS and [Device-as-a-Service](#) (DaaS) solutions are incredibly attractive to customers because they promise access to the latest technologies and offer the invaluable ability to scale up or down as a business grows or shrinks. That means every resource is used optimally with much less waste of budget or resources. HP has found that its MPS customers can see up to [a 40 percent reduction in printing-related energy usage and paper waste reductions of 20 percent or more](#).

Those are significant results, but it’s important to note they are only achievable if MPS providers equip the printers they give their customers with genuine OEM supplies designed to work optimally with the hardware. Cutting corners with imitation printer supplies may lead to precisely the kinds of service calls that frustrate end users and erode the profitability.

Real-World Results

Managed print services providers have found time-and-time again that offering their customers only original supplies leads not only to better printing results but also to an improved bottom line. Here are three compelling stories from the trenches:

- [ManagedPrint Inc.](#), based in Columbia, SC, specializes in printer fleet management. When it offered remanufactured cartridges, it ran into hidden costs including poor print quality and a large number of service calls. “Print quality was suffering, which frustrated customers,” said Rich Houghton, president of ManagedPrint Inc. “They complained, and several cancelled their contracts.” After converting all its major clients to Original HP supplies, the company found a significant reduction in print quality related service calls. In fact, by sticking with Original HP supplies, it [reduced its print quality related service calls by 38 percent](#) and increased its profitability by [11 percent](#).

- **MCPc Imaging & Printing**, based in Sandusky, OH, provides managed print services to hospitals, school systems, manufacturers and other industries. Similar to Managed Print Inc., it used remanufactured toner cartridges and parts, expecting them to help reduce costs and increase profit margins. When the company replaced its toner cartridges with Original HP supplies, however, [service calls fell more than 40 percent per printer](#). Now, MCPc is averaging just a few calls per day, including those not related to the printers themselves. “Our clients are happy, and our technicians are less stressed,” said Paul Tamburrino, vice president of service and support at the company. “The cost savings associated with reducing those [printer-related service calls was \\$46,000.](#)”
- **Genesis Technologies**, based in Chicago, IL, is a national managed print solutions provider that approaches its customers with a long-term, partnership mindset. “They want to reduce costs, and they want a better way of doing things. Usually that means they want to simplify things,” said Michael Kahn, CEO and President of Genesis Technologies. When HP made Genesis a valued partner and offered a program to simplify its ability to provide Original HP supplies, the company signed on and soon [experienced a 37 percent drop in service calls](#). “Customers who were not happy before are very happy now,” said Kahn, “which reinforces that we’re the best service, with the best toner, at a competitive price. [The customer wins, and we win.](#)”

On the Horizon: New Printing Innovation

Of course, managed print services are just one example of the fast-moving “everything-as-a-service” model that businesses are quickly adopting in search of agility and easier infrastructure management. Managed print services do their part by reducing the cost, complexity and risk of an unmanaged and inefficient imaging and printing infrastructure. They can offer organizations predictable budgets while eliminating capital expenditures and reducing operational expenses.

What’s next? MPS providers are already being called upon to offer cutting-edge 3D printing services to customers who are looking to reinvent — and shorten — their supply chains. By leveraging the on-demand, on-site advantages of 3D printing, businesses can cut the manufacturing and transportation costs of their widgets while speeding up time-to-market and minimizing waste.

3D printing is also poised to become one of many enabling technologies of an increasingly “[circular economy](#)” that focuses on recycling, regenerating and reusing increasingly scarce resources, not simply to “go green” but also to cut costs, satisfy global regulators and address the goals of businesses that are striving to become more sustainable.

Should new toner cartridges be made out of plastic recycled from used toner cartridges? Definitely, and [that’s what HP does today](#), providing its MPS partners — and its end user customers — with Original HP supplies that help their businesses run better.