

Groupama Insurances

Taking control of imaging and printing

HP Smart Printing Services, delivered by BT Engage IT, significantly reduce cost of ownership



2008 Preferred Partner



Groupama Insurances is one of the UK's leading general insurance groups, offering products ranging from high volume, low premium policies, such as motor and home insurance, right through to healthcare and comprehensive commercial covers for the small business sector.

The company is part of European financial services giant Groupama, an international insurance group with its headquarters in Paris. The head office for the UK business is based in the heart of the City of London. Its personal and commercial business is centralised in Manchester, the growing healthcare division is in Letchworth and claims are handled at 3 specialist centres throughout the UK.

Gaining control

The IT Department at Groupama Insurances is constantly seeking to improve the service it provides to the business community. Consequently, in 2005, a major technology refresh project was started, which encompassed all aspects of the company's IT infrastructure. A key aspect of this was reviewing the organisation's printing and imaging equipment and the best way to manage it.

Like most UK insurers, Groupama Insurances has experienced dynamic change over the past few years. The result was 317 devices capable of moving paper for a workforce of 800. "Although IT procured printing and imaging equipment, each user department was responsible for justifying and managing its own devices", says Gavin Kuit, Operations Manager. "Things had grown in a rather piecemeal fashion over the years."

Groupama Insurances had print devices from a whole range of manufacturers, therefore consumable and support costs were high. In certain areas, the high utilisation caused the print devices to wear out quickly, increasing downtime and help-desk calls. The overall result was that the de-centralised system was not efficient.

Optimising resources

BT Engage IT had been working with Groupama Insurances on other areas of its IT infrastructure and to rationalise the company's printing and imaging requirements.

Through their Audit and Design Services, BT Engage IT's specialists identified all current devices including printers, photocopiers, fax machines and scanners, confirming their utilisation and running costs. They also interviewed staff about current and future business requirements. The results were analysed and presented back in a comprehensive report. The report also included recommendations, which consisted of a mixture of single and multi-function devices, located centrally and locally, based on the findings of the audit.

"When we received the report we were very happy with the work BT Engage IT had completed," says Gavin. "We could see how their recommendations would reduce the number of devices we needed without compromising productivity, whilst optimising device utilisation and reducing hardware, consumables and maintenance costs. Consequently, we asked them to extend the service to our other six offices."

As well as completing audits at the remaining offices, BT Engage IT helped Groupama Insurances trial a number of different printers. As a result, the company chose HP as its preferred supplier for single function and workgroup printers. "Our claims offices often have to produce large quantities of print in a short time frame," explains Gavin. "The HP printers provided everything we needed in this type of environment and were both cost effective and efficient."

“In my mind, with its Smart Printing Services, HP has led the way in making it easier and more cost effective for companies to manage their printer needs. It also offers an effective way to really gain control of your printing and imaging devices. We have developed a very good working relationship with BT Engage IT. They made it their business to understand what we need and they have been very easy to work with.”

Gavin Kuit,
Operations Manager, Groupama
Insurances

Managed service

With the audits completed, the new feet designed and the printers chosen, Groupama went out to tender for the supply of its new printing and imaging solution. A key part of this was the provision of a managed service.

“With our photocopiers we’d been used to having a single agreement for the supply of equipment, maintenance, support and consumables,” says Gavin. “I wanted to extend the simplicity of those agreements, with their clarity in respect of costs, using a solution such as HP Smart Printing Services.”

Once the tenders were returned, Groupama Insurances considered them carefully before choosing BT Engage IT to provide the solution. “With the work they had undertaken to design the feet, BT Engage IT had proved they were a compatible organisation to work with,” comments Gavin. “They knew what we were trying to achieve and there was a good cultural fit. BT Engage IT also paid a lot of attention to how they would deliver the HP Smart Printing Services, alongside the installation and user training services, which other companies didn’t. As their overall proposal fell within our budget, we felt they were the best option.”

Fast deployment

With the equipment ordered, attention turned to installation. A location-by-location schedule was agreed. Other work that was being undertaken at the same time meant that great care had to be taken not to disrupt the users. Nevertheless, over 60 new devices were commissioned and a further 25 redeployed in seven offices over a six-week period by BT Engage IT. Other major parts of the BT Engage IT implementation included installation of HP Web Jetadmin management software, user training, decommissioning and disposal of the redundant devices.

“The installation and training of the users went very well,” says Gavin. “As you would expect there were some minor hiccups, but BT Engage IT dealt with them quickly and efficiently and were very good at answering any questions the users had.”

Clear benefits

Since the installation was completed, Groupama Insurances has seen a number of benefits. The company now has a full asset list, something that just wasn’t possible before. It receives just one invoice every quarter for its HP devices, providing clarity of costs and reducing administration significantly.

HP Smart Portal and HP Web Jetadmin software enables staff to manage centrally and monitor usage. Consequently, Groupama’s IT department can respond quickly to changing business requirements – for example if usage increases substantially in a particular department.

Due to the previous de-centralised management of Groupama Insurances’ print and imaging feet, it is difficult to accurately measure the savings that have been made, but Gavin Kuit estimates that costs are much lower. “We have de-commissioned 211 devices, without impacting user satisfaction, and there are fewer calls to the help-desk,” he explains. “Previously we probably had up to 100 people ordering and stocking consumables. Today they are ordered automatically, when needed, and we have seven people who fit them. In itself that gives us major economies of scale. My guess is we have made savings of around 40%.”

“In my mind, with its Smart Printing Services, HP has led the way in making it easier and more cost effective for companies to manage their printer needs,” says Gavin. “It is a good way of really gaining control of your printing and imaging devices... We also developed a very good working relationship with BT Engage IT. They made it their business to understand what we need and they are very easy to work with.”

Case Study

Challenge

Gain visibility of the total cost of the printing and imaging fleet

- Reduce consumables costs
- Reduce the number of devices and improve utilisation
- Reduce administration and management with a managed service

Solution

Products:

- HP Smart Printing Services
- Various HP laser and inkjet printers

Services:

- Audit and Discover Service
- Fleet Design Service
- Project Co-ordination
- Decommissioning and Disposal Service
- HP Smart Printing Services

Results

- Single contract for supply, consumables, maintenance and support
- Full asset listing
- Single invoice per quarter
- Ability to proactively monitor usage
- 211 devices de-commissioned
- Automatic ordering of consumables
- Estimated 40% in cost savings

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