

## VimpelCom's maintenance costs plummet with HP print management devices



"The result of our HP print solution is that maintenance and break/fix costs have plummeted to the extent that we can divert these resources towards more business critical, revenue driving activities."  
Artur Khodzhaev, IT manager, VimpelCom

### Objective:

Russian telecoms operator VimpelCom wanted to cut the cost of its imaging and printing environment and implement more efficient management of the fleet to stamp out non-business use.

### Approach:

- VimpelCom standardised on HP Multifunction Printers (MFP).
- It also implemented the HP Universal Print Driver (UPD) and HP Web Jetadmin print management solutions.

### IT improvements:

- Maintenance and break/fix costs have fallen dramatically.
- Drivers and security protocols can be updated instantly.
- All networked printers can be monitored and controlled centrally.
- Downtime has been reduced and performance improved.

### Business benefits:

- Print jobs can be tracked, managed and controlled to stamp out non-business print.
- Maintenance savings have been diverted to more business critical, revenue driving activities.
- The solution has resulted in environmental benefits such as reduced paper usage, lower power consumption and lower CO<sub>2</sub> emissions.
- Using HP MFPs has saved office space.



VimpelCom Ltd. consists of telecommunications operators providing voice and data services through a range of wireless, fixed and broadband technologies. The VimpelCom Ltd. group is headquartered in Amsterdam and has operations in Russia, Ukraine, Kazakhstan, Uzbekistan, Tajikistan, Georgia, Armenia, Kyrgyzstan, Vietnam and Cambodia, covering territory with a total population of about 345 million. VimpelCom Ltd. operating companies provide services under the "Beeline" and "Kyivstar" brands. VimpelCom Ltd.'s ADSs are listed on the New York Stock Exchange under the symbol "VIP"

The VimpelCom Ltd.'s license portfolio covers a territory with a population of about 345 million. Geographically it covers the whole territory of Russia as well as the entire territories of Kazakhstan, Ukraine, Uzbekistan, Tajikistan, Georgia, Armenia, Kyrgyzstan as well as Vietnam and Cambodia.

# Customer solution at a glance

## Primary hardware

- HP Multifunction Printers

## Primary software

- HP Universal Print Driver
- HP Web Jetadmin

## Non-business print

VimpelCom operates in a highly competitive and challenging arena so must pay constant attention to its operational efficiency. In line with this need, it had previously standardised on HP Multifunction Printers (MFP) that print, copy, scan and fax all in one machine. However, it realised that its imaging and printing environment was still open to internal misuse and needed further consolidation and improvement.

“We knew that we were paying vast sums for printing and digital imaging but we had no way of measuring just how much,” says Artur Khodzhaev, IT manager for VimpelCom. “My guess was that 50 per cent of our print jobs were not business related and ranged from hotel bookings to holiday snaps. When you consider the scale and disparity of our operations, the cost and management time associated with such non-business printing had become critical.”

## Streamlined management

VimpelCom needed to measure the volumes and nature of all printing being carried out and to pinpoint the associated costs. It turned to HP for an answer to the problem and two HP solutions helped it to gain more control of its environment.

It implemented HP Universal Print Driver (UPD) which is the single driver that gives users instant access to a range of HP print devices without downloading separate drivers. UPD enabled the company to control its print with new default options such as duplex printing and economode.

It also implemented HP Web Jetadmin print management software. This provides powerful, web-based management that allows you to configure, troubleshoot and manage both HP and non-HP networked print devices, either on the desktop or on the move. Features include advanced configuration and maintenance capabilities, alerting and reporting functions.

For the first time, these HP solutions have enabled VimpelCom to centrally track, manage, control, monitor and update all its printing and imaging devices across the network.

## Cost saving solution

“Now we have a precise idea of what is being printed and when, plus the ability to update drivers and security protocols instantly,” adds Artur Khodzhaev, IT Manager, VimpelCom.

Referring to staff acceptance of the company’s decision to replace personal printers with centralised MFPs, Khodzhaev adds: “We adopted a pragmatic approach. We had implemented a secure pull print technology which meant that print jobs were secure until they were collected by the owner but our finance team still felt more comfortable with personal devices. We equipped them with approved personal desktop printers but they were the only exception. All other departments were standardised around MFPs, freeing up further office space in the process.

“It took approximately six weeks for end-users to notice the difference in terms of reduced downtime and improved performance. For those remaining staff who were still reluctant to ‘walk the corridors’ to retrieve their print jobs we highlighted the health benefits of a regular stroll. Walking to the printer is good for you heart,” concludes Khodzhaev.

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