

## Case study

# Jackson Walker L.L.P.

## HP Managed Print Advanced Specialist CBT boosts print reliability, productivity for legal firm



### Industry

Legal

### Objective

Improve printer reliability and print quality, while reducing costs

### Approach

Restructure print environment with a managed print services agreement with HP Managed Print Advanced Specialist partner, Current Business Technologies

### IT matters

- Reliable on-site maintenance and hardware support
- Enhanced lifecycle for printer fusers
- Reduced toner cleaning requirements

### Business matters

- Lowered cost per page: total print costs increased less than 5% but print volume has increased nearly 20%
- Increased page output and fuser life per cartridge
- Fewer service calls and reduced downtime due to toner related issues
- Improved reliability with printer standardization
- Reduced printer to employee ratio almost in half
- Equipped to replicate the existing standards for additional office locations



**“Now printer support is truly managed, which is great news for my staff. I’m able to redirect my desktop support team to other tasks, which helps me drive down ownership costs and improve service overall.”**

—Mark BeMent, chief information officer, Jackson Walker L.L.P., Dallas, Texas



Jackson Walker, a Texas-based law firm with more than 340 attorneys in seven Texas cities, is dedicated to delivering efficiency and value to its clients. In keeping with this commitment, the firm traditionally squeezed every bit of value out of its print environment. It often kept printers in service for 8-10 years, and chose remanufactured toner cartridges over HP supplies in an effort to control costs.

Eventually that print environment led to problems. Print quality suffered. Staff had to deal with ghosted images and streaks on printed pages. Sometimes toner would not adhere properly to the paper, and toner “dusting” inside the printers required frequent cleaning. The firm’s staff spent extra time reprinting documents—adding up to frustration and lost productivity.

“Problems with printers were the main cause of calls to our service desk,” recalls Mark BeMent, who recently assumed the reins as chief information officer for the firm. According to Current Business Technologies (CBT), the HP partner who supports the firm on its printing solutions, Jackson Walker had at least five printer service calls a week, primarily toner-related incidents.

## New print strategy leads to managed print services

BeMent decided the firm needed a new strategy for printing, based on fleet standardization and a consistent approach to printer management. He turned to Current Business Technologies, an HP Managed Print Advanced Specialist (MPAS) partner, to help the firm identify the best way to maximize its print assets and minimize downtime. HP MPAS partners have extensive industry experience and qualifications that have been validated by HP.

The result: a complete refresh of the firm’s aging printer fleet with HP LaserJet Enterprise P3015 and HP LaserJet P4015 Printers, deployed and managed by Current Business Technologies under a managed print services agreement as an HP Managed Print Advanced Specialist partner. Under the HP MPS agreement, Current Business Technologies assumes responsibility for printer maintenance, support and supplies. Jackson Walker pays an overall monthly bill for printing based on usage.

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—Sharon Kasachkoff, director of operations, Jackson Walker L.L.P.

The decision to standardize on just two models was simple. “We looked at other law firms and then analyzed our own needs—pages per minute, paper tray needs, volume requirements and more,” recalls BeMent. “We found we could meet all our needs with just two models, and the economy and efficiency of having just two models to supply was very attractive. It gave us a much easier print environment to manage and support.”

Using two similar print models also allows the equitable distribution of technology in different work areas. In the past, firm partners might have been equipped with a more fully-featured, higher-speed printer, regardless of whether the workflow required it. Senior managers often had printers on their desktops, even though little printing was needed. “Now, all staff and departments are equipped in the same standard way,” BeMent says. Most printers are located in public areas, rather than individual offices.

“It has been a great deal for us, and a great collaboration with HP and CBT.”

—Mark BeMent, chief information officer, Jackson Walker L.L.P.

The firm’s ratio of printers to employees has been reduced by almost half. Usage dictates printer location. “We now have printers in the right place, where they’re most needed—most notably for the litigation department and paralegals,” says BeMent.

## Hands-off print management

BeMent says he wanted the MPS agreement to enable Jackson Walker to take a hands-off approach to print management, and that is exactly what it has done. The new HP printers are covered by standard HP Care Packs providing on-site maintenance and hardware support, administered by Current Business Technologies.

“That makes it in their best interest to manage the environment effectively for long-term reliability,” BeMent says. “They have come in as an HP partner to keep our print environment productive and reliable.”

BeMent says he once had a budget line item of roughly \$45,000 for printer maintenance and repair. HP Care Packs and support from



## HP and CBT support firm's efficiency and value to clients

Current Business Technologies has nearly eliminated all maintenance costs. The five printer-related service calls a week has been decreased to just an occasional call.

In addition to the cost savings, turning printer support completely over to HP and Current Business Technologies means Jackson Walker's tech support teams spend far less time supporting print needs, and more time on other IT issues. "Now printer support is truly managed, which is great news for my staff," BeMent says. "I'm able to redirect my desktop support team to other tasks, which helps me drive down ownership costs and improve service overall."

### Improved reliability

Before the firm's refresh and MPS agreement, printers were often "down" or producing marginal quality. Today, print quality is consistently high. Uptime has improved. Those improvements are due both to the installation of new equipment, and to the switch to Original HP toner.

"When we did the printer refresh, Current Business Technologies strongly recommended that we move to HP toner cartridges because of the tight tolerances engineered into the printers," says Sharon Kasachkoff, director of operations for the firm. "That made life easier for users. With remanufactured cartridges, you might have to take the cartridge out of the machine now and then and shake it up to get the last bit of toner. Sometimes it got messy."

According to Current Business Technologies, printer fusers last nearly 50% longer than they did when the firm used remanufactured cartridges, most likely because the printers stay cleaner inside. Page output per cartridge is higher using the Original HP toner cartridges. And, service calls and downtime due to toner related issues have been reduced.

Kasachkoff says Current Business Technologies now delivers Original HP toner cartridges to firm offices based on a just-in-time model. The firm always wants a few cartridges on hand just in case. But by standardizing on just two printer models, it has eliminated on-site inventory to simply a few extra cartridges.

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Overall, printing cost per page is reduced. Because printers are more reliable and produce better quality, print volume has increased nearly 20%, says Kasachkoff, but total print costs have increased less than 5% under the MPS agreement.

## Customer at a glance

### Application

Printing legal documents

### Hardware

- HP LaserJet Enterprise P3015 Printer
- HP LaserJet P4015 Printer

### HP services

- HP Managed Print Advanced Specialist (MPAS)
- MPAS managed print
- HP Care Packs
- Original HP Supplies

### HP partners

- Current Business Technologies

## Print reliability = higher productivity

For many organizations, improving print reliability simply improves the convenience of printing. In a law firm, it does much more.

“Attorneys just don’t have time to deal with printer problems,” BeMent explains. “Imagine that it’s 4:15 p.m. and you need to complete a document and get it filed by 5:00 p.m. That’s a common situation. If you lose any time because a printer is down, you risk missing the deadline.”

Even more important, it enhances productivity for the firm’s attorneys and staff, enabling them to serve clients more efficiently.

“We know now that we have printers in the right place, where they’re most needed.”

—Mark BeMent, chief information officer, Jackson Walker L.L.P.

“If having a reliable HP print infrastructure would save every attorney just an hour each quarter, that equates to big gains in productivity,” BeMent explains. “Those gains, in turn, free up our attorneys to spend more time on what matters: Adding value for our clients.”

## Printers support technology strategy

The MPS agreement complements other technology strategies being implemented at Jackson Walker. The printers can support PIN printing for billback of printing expenses to individual customers, a feature previously available only on high-volume devices.

As a growing firm, Jackson Walker may need to open a new office in another city. If that happens, BeMent’s IT team is better equipped to replicate the existing standards in a new location. “If we opened up a new office today, we know exactly how and why to place printers based on user needs,” he says.

Overall, BeMent says, the MPS agreement has proven highly successful. Printing costs are down on a per-page basis, print reliability is up dramatically and customer satisfaction has improved. “At the end of the day, our attorneys and staff are getting more work done and they’re happy with the HP printers. And when I go back to management to get HP MPS approved for another four years, there won’t be any doubt.

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