

HP customer case study: Precision Printing employs HP Indigo Services for essential support services, training and advice as it strides to boost capacity

Industry: Printing

Precision Printing benefits from speedy service response, training and advice



“If digital printing is to play an important role in the 21st century communication mix and, consequently, boost our business, it is essential that services are speedy and reliable. Since adopting HP Indigo Services and the associated technology, we have seen business grow by 50 per cent.” Gary Peeling, managing director, Precision Printing Co Ltd, UK

Objective:

Precision Printing, a UK based provider of managed print solutions, wanted a fast-response support service, training and advice, to back the expansion of its digital print business.

Approach:

- Used an established relationship with HP Indigo Services to renew its regular service contract.
- Ensure operatives attend appropriate HP Indigo Services training courses.
- Attend HP Indigo Services courses and forums to plan future business activities.
- Engage with HP Indigo Services to aid its print room expansion programme.

Business benefits:

- A fast, efficient, high-quality digital printing capability.
- Same-day telephone, on-line support and next-day services minimise any print production downtime thereby maximising business revenue.
- HP Indigo Services training lowers downtime further by making the workforce more productive.
- Advice from HP Indigo Services ensured that Precision Printing lost no production, and hence no revenue, while it planned its print room extension.
- The expansion programme will allow Precision Printing to increase digital print capacity by 50 per cent.
- By attending courses and forums, Precision Printing can stay abreast of the latest technology and services, identify prospects and plan for future growth.



UK based Precision Printing delivers reliable, innovative and highly professional print services to businesses of all sizes. The company offers a complete managed print solution from artwork and data management to fulfilment and delivery. It prints a plethora of marketing materials including business cards, stationery and brochures. Notable customers include American Express, Hanson, Lambert Smith Hampton, Deutsche Bank and Mencap.

Preserving brand identity and business reputation

As business has grown in this demanding market, Precision Printing has steadily expanded its capabilities to include advanced printing techniques such as personalisation, print-on-demand, digital printing, storage and inventory. The company operates two HP Indigo 5000 digital presses around-the-clock, six days-per-week.

Customer solution at a glance

Primary applications

- Digital printing

Primary hardware

- 2 x HP Indigo 5000 digital presses

HP Services

- HP Indigo Services

"Digital printing is the fastest growing part of our business and currently represents 20 per cent of turnover," says Gary Peeling, managing director, Precision Printing Co Ltd. "It allows us to print short-run, colour products and provide one-to-one marketing and customised web-to-print services rapidly and economically.

"Importantly, HP Indigo is the only digital platform that allows us to protect our clients' brands by matching Pantone colours perfectly. But all these capabilities need excellent service support if we are to maintain a good business reputation."

Rapid support and training

When required, a specialised HP Indigo Services team provides Precision Printing with a rapid response, same-day telephone or on-line support service. When a problem cannot be resolved remotely, an engineer supplies on-site support within 24 hours. HP Indigo Services also provides the organisation with essential training.

"We have found the HP Indigo Services training programmes a real bonus," continues Gary Peeling. "A complete novice is fully competent within two weeks – training a litho-print operator takes about a year. Staff can then move on to 'engineer-level' which allows them to conduct maintenance tasks. These

added-value services not only reduce downtime, they come with an attractive maintenance fee."

Planning increased capacity

The help provided by HP Indigo Services extends further than just support and training; it includes tailored courses, forums and consultancy.

"By attending HP's background courses, we can market our services and explain our capabilities to prospects," explains Gary Peeling. "In addition, HP's product development forums give us an ideal opportunity to express how we would like digital technology and services to progress. We can therefore plan ahead."

Precision Printing is currently doubling the size of its print room and, by introducing an additional HP Indigo digital press, plans to increase capacity by 50 per cent.

"HP Indigo Services proved invaluable when it came to planning our expansion programme. Its team gave us guidance to the best building layout prior to construction and, to minimise any disruption to print production, moved the existing presses to accommodate our plans. I am looking forward to commissioning the new press," concludes Gary Peeling.

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