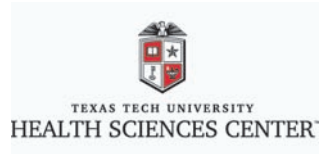


HP Indigo Digital Press rips competition at Texas Tech HSC Printing Center



“The way technology and market demands are heading, if you don’t have digital you can’t compete. The HP Indigo press 5500 wins customers...”
—Debbie Cate, Assistant Director of General Services, Texas Tech University Health Sciences Center Printing Center, Lubbock, Texas

HP customer case study: HP Indigo press 5500 hones competitive edge at Texas Tech University Health Sciences Center Printing Center

Industry: Higher education/healthcare research and services

Objective:

Make university print shop competitive with commercial printers through cost efficiency, high quality, fast turnaround and variable print capabilities

Approach:

Deploy HP Indigo press 5500

IT improvements:

- Variable-print capabilities enable personalized direct mail
- Faster workflows speed turnaround, allow staff multitasking
- Output quality and consistency enable split runs with offset

Business benefits:

- Customer satisfaction increases business volume
- Efficient workflows increase shop profitability
- Versatile capabilities overcome competing printers

The Printing Center at Texas Tech University Health Sciences Center competes on an uneven playing field: It can’t take jobs outside the HSC, but HSC customers are free to send their work to commercial printers. To compete under these grueling circumstances, the Printing Center follows a strategy of lower cost, high quality, personalized print capabilities and fast turnaround. To deliver on these differentiators, it relies on the HP Indigo press 5500.



“The way technology and market demands are heading, if you don’t have digital you can’t compete,” says Debbie Cate, Texas Tech HSC’s Assistant Director of General Services. “The HP Indigo press 5500 wins customers with high quality, on-demand printing, personalization and cost-efficient, short-run color.”

Small print shop serves large regional university

TTUHSC is a six-school university spread across Abilene, Amarillo, Dallas/Fort Worth, El Paso, Highland Lakes, Lubbock and the Permian Basin in Texas. It includes two Schools of Medicine, a School of Nursing, School of Allied Health Sciences, School of Pharmacy and Graduate School of Biomedical Sciences. A national leader in education and patient care, TTUHSC is building a top-ranked research environment with significant studies in aging, cancer, infertility and rural health.

From its small, six-employee shop in HSC’s main Lubbock building, the Printing Center prints everything from business cards to booklets for the regional institution. The operation includes graphic arts services, five offset presses and a bindery. A key driver for adding a digital press was the need for variable-print capabilities. The Printing Center is interconnected with Mail Services, which is experiencing increasing demand for individualized direct mail.

Cate evaluated three manufacturers’ offerings when researching digital presses. The HP Indigo press 5500 was chosen for its high print quality and offset look and feel. “The HP Indigo press 5500 is a close match to offset—so close, in fact, that we can split jobs among the offset and Indigo presses if we want to. That makes a world of difference,” Cate says.

“Mail Services loves it with literally no extra work anymore. With its variable-print capabilities, the HP Indigo 5500 Digital Press prints the addresses directly on, and it doesn’t cost us anything extra.”

Debbie Cate, Assistant Director of General Services, Texas Tech University Health Sciences Center Printing Center, Lubbock, Texas

HP Indigo press 5500 brings quality, efficiency

The HP Indigo press 5500 delivers enhanced quality through HP ElectroInk liquid ink technology; up to seven-color printing; robust color management with HP Professional PANTONE® emulation and ICC profiles; and special spot-color capabilities. Engineered to minimize operator intervention, the press comes installed with the HP Press Production Manager digital front end providing a unified user interface for simplified job management. A powerful onboard RIP

Customer solution at a glance

Primary applications

University printing including business cards, booklets, invitations and brochures

Primary hardware

- HP Indigo press 5500

Primary software

- HP Press Production Manager
- HP SmartStream Designer

HP Services

- HP Certified Operator Training
- HP Shared Maintenance Training
- HP Front End Tools for PrePress Training
- HP self-maintainer

provides fast, reliable job processing. The press also features on-press fast ink replacement, seamless job changeovers and minimum-touch paper handling of a variety of print stocks, including book cover weight, text and proof. Its end-to-end workflow includes automatic duplexing and reliable electronic collation. HSC's solution also includes HP SmartStream Designer, a software tool to create imposition and personalization designs from QuarkXPress or Adobe® InDesign® documents printed using SNAP, PPML and PDF workflows. The print shop's graphic designer took HP Front End Tools for PrePress Training. Of two press operators, both signed for HP Certified Operator Training and one for HP Shared Maintenance Training.

"The operators are extremely impressed with the HP Indigo press 5500," Cate says. "It's highly automated. It reminds you when maintenance is due. It's constantly monitoring everything, from humidity to temperature, and it'll warn you if something goes wrong. You don't have to wait 30 minutes for a plate to burn, and it's easy to change and intermingle stock. In fact, the operator rarely sits in front of the press. He can start a run, then go work on an offset press or in the bindery. This ability to multitask makes us extremely efficient."

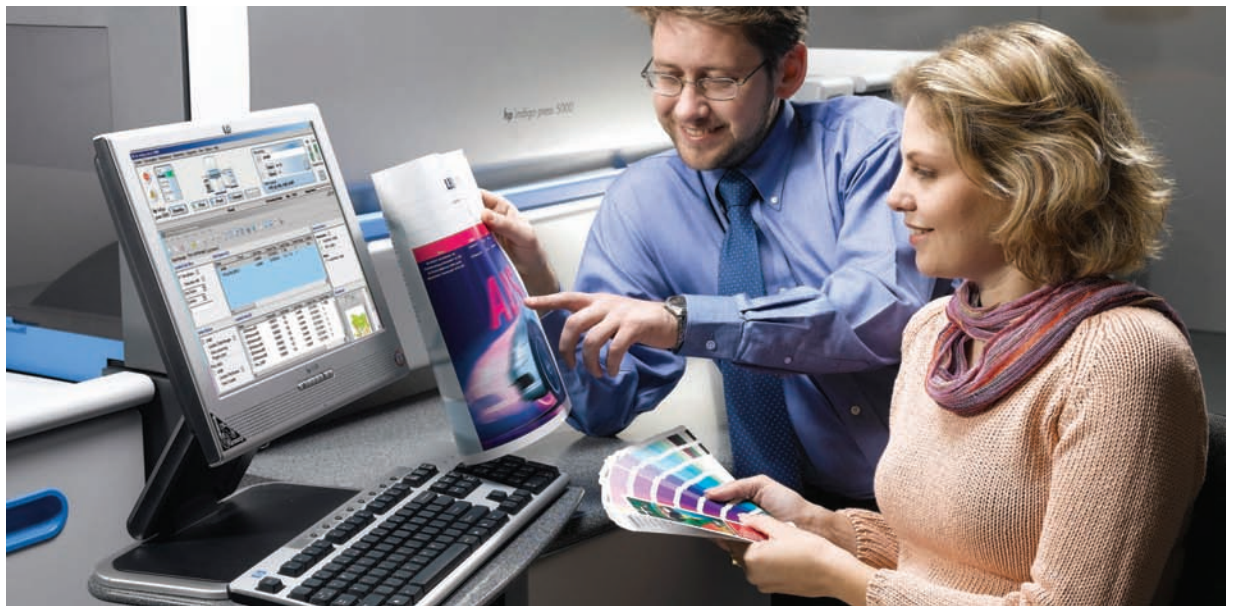
Open house impresses customer base

In a marketing drive to reach university print customers, the Printing Center held an open house showcasing its capabilities. The HP Indigo press 5500 was a huge hit. "It succeeded like gangbusters," Cate says. "People were so impressed that our short-run color workload doubled—quadrupled for the digital press. The month after the open house, we did more work on the HP Indigo press 5500; our volume quadrupled and remains high."

One project was two versions of an orientation booklet for prospective medical students. The job included four-color, two-color and plain black pages printed on a variety of stocks: 70# text, cover stock and divider sheets. "Off the press, all we needed to do was cut and bind it," Cate says. "It was wonderful." The shop



also printed personalized invitations to its own open house; people who sent in their RSVPs received personalized calendars, bottles of water and scratch pads—all printed on the HP Indigo press 5500. Every university business card now comes off the press, speeding turnaround from three to five days to two or three. Other jobs include the TV guide for the university PBS station, mailing labels, short-run color and direct-mail pieces. "We are very impressed with the quality and the consistency of the quality," Cate says. "It doesn't matter if we print one of something or 2,000, it all comes out the same and I don't have to print overruns because there just aren't mistakes. What's more, the variable-print capabilities let us print addresses directly onto mail. It costs nothing extra and



the pieces consistently pass the post office barcode test. Mail Services loves it with literally no extra work for them anymore.”

“We evaluated all the major manufacturers of digital presses. The HP Indigo press 5500 produced a close match to offset. Our press operators were very impressed with the ease of use and consistency of output quality.”

Debbie Cate, Assistant Director of General Services,
Texas Tech University Health Sciences Center Printing
Center, Lubbock, Texas

The Printing Center tries to keep its prices roughly 30 percent below commercial rates, something the cost-efficiency of the HP Indigo press 5500 helps make possible. Faster workflows, superb quality and less waste with the HP Indigo press 5500 translate directly into happier workers, satisfied customers and greater

profitability—the very elements of business success. “The designer spends less time with imposition, and the RIP time for large mailings has dropped from hours to minutes,” Cate says. “The press operators spend less time setting up jobs. The bindery doesn’t have to wait for things to dry. It’s time savings all around, and that translates on the bottom line into profit. Meanwhile, the customer’s loving it because the quality is great and they can see press proofs quickly.”

Working with HP through all this, she adds, has been a wonderful experience. “Our sales representative calls just to check if he hasn’t heard from us in awhile. The press is extremely reliable, so the service technician when in town for someone else will stop by to see how we’re doing.”

Perhaps most telling about the success of the HP Indigo press 5500 at Texas Tech HSC is a recurring refrain Cate’s been hearing from her staff: “They keep asking me, ‘Can we have another one?’”

To learn more, visit www.hp.com

© 2008 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

PANTONE is the property of Pantone, Inc.

Adobe and InDesign are trademarks of Adobe Systems Incorporated.

This customer’s results depended upon its unique business and IT environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.

4AA2-2852ENW, October 2008

