

# Color Printing at Work

HP Practica



The right color printing solution can reduce costs and improve efficiency in a variety of printing and imaging environments. The following scenario describes how one organization is using HP color printers to bring a key printing function in-house—and dramatically cut costs and increase efficiency.

## Scenario for improvement

**The organization:** Professional sports team

**The situation:** Need for an alternative to outsourcing of season-ticket printing

**The problems:** High printing costs, slow turnarounds, limited ability to accommodate change

**The solution:** HP Color LaserJet 9500 printers

**The results:** 54 percent reduction in ticket printing costs, as well as faster delivery and increased flexibility

## Color printing in action: lowering costs

### Challenge

Since ticket-printing operations were entirely outsourced, the organization had no way to exert any direct control over the costs associated with it. Setting up in-house color printing capabilities would enable the team to have full control of the process and therefore able to identify and implement ways to reduce costs, through choice of equipment, process changes or other measures.

### Solution

The organization acquired two HP Color LaserJet 9500hdn printers and moved season-ticket printing operations entirely in-house. Since making the change, the team has seen a dramatic decrease in ticket production costs, specifically saving 54 percent over previous years. In addition, the in-house color solution allows the organization to add valuable features at little or no cost, such as customizing advertising on tickets, packaging tickets for easier customer handling and printing bar codes on tickets to minimize the risk of duplicate-entry losses if tickets are lost or stolen.

## Color printing in action: increasing efficiency

### Challenge

Outsourcing the printing of season tickets left the organization with little flexibility to shorten printing turnaround times or accommodate changes in a timely way. This lack of efficiency in turn reflected poorly on the team's customer service capabilities. Specific problems included last-minute delivery of tickets to customers who paid for them well in advance, and an inability to deal quickly and efficiently with changes such as requests for new or different seats.

### Solution

The in-house HP color printing solution helped to achieve the organization's goals for more efficient operations and better customer service by providing high-speed, high-quality color printing in the high volumes required to fill season orders. The HP 9500hdn printers also provide the organization with the flexibility to make last-minute changes or corrections with minimal hassle and at marginal cost. The solution has specifically helped the team reduce ticket production time from weeks to hours.

HP Color LaserJet 9500hdn



---

## HP Solution at a Glance

---

- > HP Color LaserJet 9500hdn printers
- > Software developed in-house by the organization's IT team

---

## Summary of Results

---

### Impact on Cost

54 percent savings on season-ticket printing costs

Ability to cost-efficiently customize advertising on tickets, use bar codes for loss control and improve ticket packaging

### Effect on Efficiency

Production time for tickets reduced from weeks to hours

Ability to easily accommodate last-minute changes and corrections

---

## Want to know more?

At HP we understand that knowledge is the most powerful tool in business, government and education. Visit us on the Web at [www.hp.com/go/printingandimaging](http://www.hp.com/go/printingandimaging) to find everything you need to know to understand what's going on in your printing and imaging environment and what you can do to get the most from your investments.

## How HP can help

HP is the industry leader in printing and imaging innovation and reliability. Whether you need to buy one printer, develop a strategy for effectively deploying color, multifunction and document management devices, or you want to completely transform your printing and imaging environment, HP has the experts, experience and technology to deliver the right solution, right now. Call us at 1-800-407-9701 to talk about how HP can help you save money and increase productivity today.

© 2005 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.

Visit us on the web at [www.hp.com/go/printingandimaging](http://www.hp.com/go/printingandimaging)

5983-2144ENUS, 04/2005 (T8D)

