

Case study

Silver Valley Unified School District

HP MPS supports focus on quality education



Industry

K-12 Education

Objective

Implement and maintain a reliable, sustainable print infrastructure with Managed Print Services

Approach

Engage HP Managed Print Services

IT matters

- Standardize on “industry workhorse” printers
- Gain OEM toner and service
- Reduce from daily to near zero IT service calls
- Streamline, simplify device and supplies management

Business matters

- Help control costs in era of tight budgets
- Leverage technology for Common Core success
- Free IT staff to focus on teacher support instead of printers and copiers
- Lay foundation for future workflow initiatives



“We don’t want teachers becoming technicians; they need to teach in the classroom. HP MPS ensures our print infrastructure runs reliably and cost effectively to support the district’s educational mission.”

– Robert Saffel, Director of Technology Services, Silver Valley Unified School District



The Silver Valley Unified School District (SVUSD) stretches across 3200 miles of rural land in California’s Mojave Desert. SVUSD is a K-12 district, comprised of 7 school sites; with 4 schools located in the “Valley” and 3 schools located on Fort Irwin Army NTC Base. All across the district, more than 300 teachers, administrators, and other employees strive to provide the highest quality education to approximately 2400 students across these geographically dispersed schools. Efficient and reliable technology is a must, especially in this time of tight budgets and the heightened focus on the **Common Core State Standard Initiative**. That’s why SVUSD relies on HP Managed Print Service (MPS).

SVUSD has a Strategic Plan's technology strategy to "implement a reliable, sustainable, technology infrastructure that supports operations, instruction, and meaningful student learning." A few years ago, the district recognized its print infrastructure was falling short of these goals. SVUSD had accumulated a hodgepodge of aging devices from a variety of manufacturers, and was managing them in-house. Purchasing decisions often were based on initial price, without considering lifetime supply costs or the expense of managing disparate devices—each requiring special supplies to stock and skills to maintain. Even the refurbished toner the district bought to save money didn't perform well or last long, and ended up increasing, instead of lowering costs and support calls.

"We were getting a lot of calls, paper jams, and teachers not able to print when they needed to," recalls Robert Saffel, Director of Technology Services at SVUSD. "And in a district covering as wide a geographic area as ours, it's a waste of time to have a valuable IT technician drive 40 minutes to deal with avoidable problems."

When Saffel came on the scene nearly five years ago, he assessed the situation and made two key decisions. One, he standardized on HP printers, which he calls "the industry workhorse." Two, the district decided to lift the burden of print infrastructure management off its IT staff in favor of a managed print services contract. "I evaluated the situation and saw that what we were spending on refurbished toner would pay for a managed print service, so we could benefit from both OEM toner and service."

The only problem was, the first vendor the district chose was not HP. Silver Valley granted a three-year MPS contract to its copier supplier—a move that in retrospect Saffel calls a mistake: "They were inexperienced at managed print services," he says. "We had issues with billing, toner replenishment, and technical support. One of our teachers was on the phone for two hours trying to figure out an issue."

HP MPS delivers prompt, efficient service

All that changed when Silver Valley USD entered an HP MPS contract. Choosing HP was a natural decision; the school district has been extremely satisfied standardizing on HP desktop and notebook PCs, and found HP

service and quality equally appealing on the print side. Two HP-certified technicians walked through every classroom and office to evaluate the existing infrastructure, and they used audit software to investigate every device on the network. "We saw the big picture: how many pages we were using per classroom, who was printing more, who was printing less," Saffel says. "HP used that information to present an optimized solution."

The district has deployed approximately 220 HP printers. Most are HP LaserJet mono printers, with HP Color LaserJet printers and HP LaserJet multifunction devices deployed where needed. Each of the district's 150 classrooms is equipped with a printer, as are administrative offices.

Freeing teachers to teach, IT staff to support teachers

Silver Valley USD wants its teachers spending their time teaching, not clearing paper jams or waiting for printer support. With HP MPS, the number of calls about printer problems has dropped from one or two a day to near zero, Saffel says. "That's great because I know people can print. They can print out homework assignments, lesson plans, assessment reports—everything they need to do their jobs effectively. When teachers need assistance, they can call the 800 number and get instant service. Their problems are resolved in two to three minutes or a technician comes out, often on the same day."

"What we were spending in toner costs paid for a managed print service, where we can benefit from using OEM toner and services."

— Robert Saffel, Director of Technology Services, Silver Valley Unified School District

No longer spending their time on printer problems, the district's IT staff is free for value-added work. The district employs approximately 300 people, including 140 teachers and six IT staff. "Managed print saves us a lot of windshield time," Saffel says. "IT staff spend less time driving across our large geography and more time interacting with teachers to better integrate technology into classrooms—which in turn improves student education. This district is committed to the Common Core initiatives for student success."

Customer at a glance

Application

School district printing for offices and classrooms

Hardware

- HP Color LaserJet printers and multifunction devices
- HP LaserJet printers and multifunction devices

HP services

- HP Managed Print Services

HP Supplies

- HP Original toner

Relieving pressure on school budget

With school budgets under pressure, the cost/benefit equation of HP MPS comes out in Silver Valley USD's favor on several fronts. One advantage is the superior performance of HP Original supplies. "Original HP toner cartridges are manufactured to the printer's specifications," Saffel says.

"With HP MPS taking care of our print infrastructure, we save a lot of travel time and free up our technicians to provide support where needed most."

— Robert Saffel, Director of Technology Services, Silver Valley Unified School District

HP MPS ships toner to the district office, labeled so the IT staff knows exactly what classroom or office needs delivery. The print service also recycles spent cartridges. What's more, the district gains the managed print service, as well as OEM parts and supplies, for approximately the same cost it spent previously on just refurbished toner—not counting all the IT staff time spent managing the infrastructure. Now the district benefits from predictable budgeting, fewer overruns for unexpected expenses, and more-efficient use of IT staff time.

"We get better service and benefits with HP versus doing it ourselves in-house or in comparison to our previous MPS provider," Saffel says. "The dollars spent are about the same, but the total cost of ownership (TCO) is lower." Quarterly reports and meetings with HP MPS keep the district apprised of usage data, SLAs, and ongoing optimization opportunities.

Silver Valley USD also is better-positioned for future workflow and mobility initiatives. In recent months, the district has started enabling teachers and students to print from mobile devices. In the next year or two, Saffel plans to explore electronic document workflows. "When I implement systems here, I want to make sure the foundation is set so we can maneuver where we need to go," he says. "Workflow management, electronic document processes, mobility—with HP MPS we can easily move in these directions without having to recreate the whole system."

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