HP MPS supports vision for sustainable global growth, cloud IT transformation and managed, progressive change

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— Olivier Dersch, CTO, L’Oréal, Clichy, France

Objective
Optimise print infrastructure and workflows to support business growth and reduce environmental impact

Approach
Engage HP Managed Print Services to deploy printers, manage environment and streamline workflows

IT improvements
- Consolidate devices by more than 30 per cent to reduce cost, space and consumption footprints
- Consolidate vendors to one vendor which simplifies administration
- Centralise infrastructure management for usage visibility, streamlined updates, ongoing optimisation and business improvement

Business benefits
- Meet environmental goals, including: 20 per cent reduction in print volume Reduced paper usage through duplex printing Raise awareness of responsible printing to reduce unnecessary printing Estimated 25 per cent reduction in printer energy needs Recycling through HP Planet Partners Program
- Reduce print costs up to 30 per cent per industry analysts’ estimates
- Increase workflow efficiencies to support global growth
- Successful user adoption supported by customised HP Education Services training and communications

At L’Oréal, beauty is much more than skin deep. The world’s leading cosmetics company, L’Oréal also ranks among the 100 most sustainable and ethical companies in the world. L’Oréal was launched in 1909 by a young chemist who invented hair dye for sale to Parisian hairdressers. Today the company operates in 130 countries, offering 23 brands ranging from renowned names such as Maybelline and Lancôme to pioneering newcomers like SkinCeuticals. L’Oréal’s vision for the future is as bright as its industry-defining past. The €20 billion company aims to double in size of the over the next 10 years by winning one billion new customers with products serving diverse consumers worldwide. Integral to this goal — indeed to the company’s very identity — is L’Oréal’s commitment to innovation, diversity and sustainability.

“How much sense would it make to be the world’s No. 1 company when it comes to human beauty if you don’t respect the natural beauty of the planet?” asks CTO Olivier Dersch. “We have a vested interest in that we want to grow our business but not just any old way; we take our environmental commitment very seriously.”
That’s where HP Managed Print Services (MPS) comes into the picture. Seeking to increase the operational efficiency of its print infrastructure, L’Oréal sought a vendor with a similar environmental vision, global reach, a broad product and service portfolio and the expertise to build a strategically scalable solution. That vendor was HP.

“Key goals for the L’Oréal purchasing department were to standardise, simplify and consolidate. These in turn would generate cost savings. Overall corporate goals included workflow efficiencies and reduced environmental impact.”

— Laurent Poussade, director of purchasing, L’Oréal, Clichy, France

To select the best supplier for L’Oréal, it was essential for us to work with a global partner who would understand our context, spend time with us, innovate change and take charge of the deployment,” says Laurent Poussade, L’Oréal’s director of purchasing. “L’Oréal has been an HP customer for years. We share a vision of corporate responsibility and HP MPS brought the expertise to optimise our print infrastructure, streamline workflows and manage our print environment for reduced consumption and lower cost.”

**Assessment (from a French perspective) reveals complex print environment, streamlining opportunity**

Before HP MPS came on the scene, a 2009 assessment of printing facilities across L’Oréal’s French operations found a complex print environment with many personal printers on individual desks from numerous different suppliers. Each printer consumed supplies, electricity and space. Each vendor had to be managed. “From a purchasing perspective, to get a printer we’d need to work with several players - a printer supplier, a leasing company, a cartridge provider and a cartridge recycler. And at the end of the lifecycle, we needed to recycle the equipment,” Poussade recalls. “We had too many vendors, too many printers and no centralised control over the infrastructure.

L’Oréal aimed to simplify, streamline and better control the environment with a managed print solution from HP. Moreover, it wanted smooth, incremental progress towards best practices, improving the end-user experience without disrupting employees’ work. With an eye toward eventual global deployment, L’Oréal first introduced the HP MPS solution first at its 45 sites in France.

**HP MPS provides optimised deployment, lifecycle management**

HP MPS is a comprehensive suite of customisable solutions, including print devices, network print management software, supplies, support, professional services and document workflow solutions that span the print lifecycle. At L’Oréal, devices were reduced more than 30 per cent. An optimised deployment was created by strategically placing a portion of the existing fleet and adding new ENERGY STAR® qualified HP LaserJet and HP Color LaserJet multifunction printers (MFP).

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New efficient MFPs help to slash electricity consumption while providing end-users with productivity features, such as scan-to-email that streamline workflows and reduce unnecessary printing. For L’Oréal, the devices are embedded with SafeCom Go pull-printing software, which stores print requests until the end users release their jobs - to the machine of choice. This solution software enhances security, reduces unnecessary printing and also provides copy control, email control and cost tracking.