

HP customer case study: LegalZoom.com standardizes printing environment, improves service and cuts costs with HP Pay per use for Imaging and Printing agreement

Industry: Legal

LegalZoom.com

HP Pay per use for Imaging and Printing makes outputting legal documents fast, easy



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Objective:

Create a standardized printing environment delivering consistently high quality, while cutting costs compared to using desktop printers.

Approach:

LegalZoom entered into a level-pay agreement with HP Pay per use for Imaging and Printing that replaces individual desktop printers with workgroup HP LaserJet printers and multifunction devices, and includes all toner and service, for a fixed monthly cost.

Business benefits:

- Much lower per page print costs
- Less downtime
- Easier inventory management for printing supplies
- Scan-to-email capability lowers faxing costs
- Sheet feeders and automation features improve productivity



LegalZoom, a leading provider of online legal document services, is in an enviable position. It's growing fast. Very fast. So fast that, until recently, it couldn't take time or devote staff to decide how to print documents most efficiently. Its priority was to grow, grow, grow!

Eventually, though, it became clear that greater efficiency would enable more rapid growth. Plus, LegalZoom's core business was creating legal documents, and printing them out was costly.

“No one was responsible for our printer costs, so we were using highly inefficient printers,” recalls John Suh, CEO of the company. “Ink and toner costs were shooting through the roof. We had been sucked into buying models that were low cost up front, but have a very high variable (per page) cost. And we had so many different models no one could really manage them all. It was a nightmare.”

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The company knew it had to get a handle on printing. So it turned to HP. “When you think of the blue chip standard for printing, it’s HP. We decided to engage in a strategic relationship,” Suh explains. “HP has helped us standardize our printing and scanning environment, cut costs, and given us a way to budget and plan effectively for our total print costs. Choosing HP to solve our printing problems was a great decision.”

A new approach to legal services

LegalZoom.com, founded in 2001, holds the position as the number one online provider of legal document services in the country. Capitalizing on the convenience and scalability of the Internet, LegalZoom revolutionized the creation and delivery of basic legal documents, making them accessible, affordable and easy to use.

LegalZoom’s core services consist of comprehensive, end-to-end document preparation and filing for a wide range of legal procedures—from incorporation to trademarks, copyrights, patents, divorces, wills, living trusts and more.

Do people really trust an impersonal website for their legal needs? You bet they do. “We do thousands of transactions weekly. We’re the transactional leader in almost every category we offer,” Suh explains. “We are the leader in last wills. We file four percent of all provisional patents in the country, and file more trademarks than the top 20 law firms combined.”

LegalZoom is designed to take a highly customized business with 90 percent variable cost and varying quality levels, and transform it into a 90 percent fixed cost business with consistently high quality. Statistics show it’s doing a good job.

“In California, two-thirds of people who try to self-incorporate are rejected the first time around,” Suh notes. “With LegalZoom, 99 percent of those first-timers are accepted. We are a highly dependable solution at an affordable price.”

With LegalZoom, customers can save up to 85% off the rates an attorney would charge for the same procedure. In addition, the company’s fees are quoted for a project, not as an hourly rate, so potential customers know up front exactly what the total price will be.

HP delivers print value

It’s not surprising that a company so focused on delivering value to customers would reach out to a technology partner similarly focused on value. And while LegalZoom’s business is based on legal knowledge and expertise, the deliverable is a document. So it turned to the document leader: HP.



“We needed a standardized printing environment and a way to manage growth,” says Suh. “We produce millions of pages of documents monthly, so we had to find the highest quality, lowest cost printing available. HP delivered just what we wanted.”

As the company had grown exponentially in its first few years, it simply equipped new employees with their own desktop printer. So virtually everyone had their own printer, without regard to brand or capability.

None of those printers cost much. But the incremental cost of printing on a per page basis far outweighed the low initial cost. And maintaining an inventory of supplies to serve the dozens of different printer types was all but impossible.

HP Pay per use for Imaging and Printing solution

HP analyzed LegalZoom’s existing infrastructure and presented the company with a multi-faceted HP Pay per use for Imaging and Printing plan to reign in the printing monster. Among its features:

LegalZoom would consolidate printing by replacing small, inefficient desktop printers with HP LaserJet printers serving work groups of 15-20 employees at a much lower per page cost.

Flatbed scanners and single-sheet convenience copiers would be replaced by HP multifunction devices (MFPs) with automation features and sheet feeders.

All the new HP printers and MFPs would be leased under a single umbrella agreement, which also provides for HP service and HP toner.

Best of all—as far as business planners are concerned—is that the whole package is on a level-pay contract with predictable, monthly pricing.

“With HP Pay per use for Imaging and Printing, we saved a tremendous amount of money, got much better service, and finally have predictable costs,” says Suh.

The company standardized on HP LaserJet 9050s, along with a number of HP Color LaserJet 4730 MFP series multifunction devices. In addition to high-volume print capabilities, the LaserJet 9050 printers offer double-sided printing, collation and stapling. “Those are all things we had done by hand in the past,” recalls Suh. “We woke up when we realized one department had \$50,000 of labor per year dedicated to stapling.”

The LaserJet 9050 prints in sizes up to 11 x 17 inches, with a stapler/stacker, eight-bin mailbox, and multifunction finisher. It prints up to 50 pages per minute, but more important, is designed to print up to 50,000 pages per month. “It’s a workhorse that serves the needs of 15 to 20 employees reliably,” Suh says.

The Color LaserJet 4730 MFP devices offer printing, copying, scanning, faxing and digital sending capabilities. Each employee has access both to a LaserJet 9050 printer for standard single-color printing, as well as a Color LaserJet 4730 MFP for scanning and copying.

The combination of scanning, along with networked fax and email capabilities, is transforming the way employees handle documents. “Now we scan documents to PDF and send them to ourselves as well as to a customer,” explains Suh. “We also use scan-to-email capability; it replaces a substantial portion of our outbound faxing.” That both improves the quality of documents delivered electronically, and reduces fax costs.

Customer solution at a glance

Primary applications

Printing, copying, scanning

Primary hardware

- HP LaserJet 9050 printers
- HP Color LaserJet 4730 MFP series multifunction devices

HP Services

- HP Pay per use for Imaging and Printing
- HP next-day service agreement

The built-in sheet feeder means that multi-page documents can be scanned into a single file in a minute or two—a fraction of the time required using the company's old, flatbed scanners. "People love the convenience and speed of the MFPs," Suh says.

Standardizing means that instead of trying to maintain an inventory of dozens of types of toner and ink, the company can inventory just a few. Ordering is simple. When the supply runs low, a single employee goes to the HP website and places an order. Toner cartridges are delivered the following day.

Looking ahead

HP Pay per use for Imaging and Printing offers more than a solution for today, Suh notes. It offers a roadmap to serve LegalZoom's printing and output needs in the future. "It's not just how they serve our needs today, but how they will do that in three to five years," he says. "What's great about HP is that they have such depth of resources and have maintained their leadership in printing for decades."

Suh says LegalZoom now has the tools to evaluate printing options based on total cost as well as quality, convenience and reliability. As the company grows, he says, developing an integrated printing and shipping capability is the next logical step. When documents are approved for distribution to a client, they can be



output right in the mailing room with a shipping label and handling instructions.

Suh says the company would also like to implement standardized print drivers, to reduce the burden of printing support on its IT department. But all that lies ahead. "We're not there yet. But I'm confident that when we get there, HP will help us evaluate all the options, and deliver the solution we need."

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