

**HP customer case study:** Öhrlings PriceWaterhouseCoopers has standardised on HP Original Supplies across all its Swedish offices for improved print quality, reliability and environmental responsibility – at a reduced cost.

**Industry:** Professional Services

## HP Original Supplies prove the top choice for Öhrlings PriceWaterhouseCoopers



“Our finance and IT departments agreed that we should only buy HP Original Supplies, because their quality is so good and because they are so reliable... and now through the arrangement with AGE, they can be bought at an even better price.” Margareta Lundin, supplies manager, Öhrlings PriceWaterhouseCoopers

### Objective:

Öhrlings PriceWaterhouseCoopers wanted to ensure consistent print quality and reliability across its Swedish offices by standardising on HP Original Supplies.

### Approach:

- Come to an agreement with HP and local reseller for cost reduction.
- Instruct all offices to purchase HP Original Supplies through this one reseller.

### IT improvements:

- Uncompromising print quality and reliable performance on all its HP printers.

### Business benefits:

- Reduced expenditure on HP Original Supplies – e.g eight per cent cost saving on every toner cartridge.
- Consistent output of printed materials.

Öhrlings PriceWaterhouseCoopers (PWC) is Sweden's leading professional services firm, with 3,000 staff members in 130 offices spread across the country. Its services include auditing, accounting, risk management, tax advice and corporate finance.

Such is the paper-based nature of the business, the PWC offices get through a large volume of printing and office supplies each year.

To find out just how much it was spending on these consumables, PWC used its own skills in auditing to examine its purchasing history and habits.

### Seeking quality at the right price

What it found was this: although the vast majority of its printer fleet was from HP, there was no consistency in the purchasing of supplies. Some offices would buy HP Original Supplies, but others preferred the lower price point of a non-HP brand. And all this was done through different purchasing channels.

For Margareta Lundin, supplies manager, Öhrlings PriceWaterhouseCoopers, this raised two key issues.

Firstly, she was concerned that the use of third-party supplies was sacrificing print quality and consistency – which could have a detrimental effect on the professional image of the company.

Secondly, because printing supplies were being bought arbitrarily, on an office-by-office basis, there was no economy of scale at work and no price discount was in place.

## Customer solution at a glance

### Primary applications

- Financial agreement for the purchase of HP Original Supplies at a reduced cost from local HP reseller.

### A new purchasing model

"Our finance and IT departments agreed that we should only be buying HP Original Supplies, because their quality is so good and because they are so reliable," explains Margareta.

However, in order to get the agreement of each PWC office, she needed there to be a price benefit. "So I approached HP to see what was possible."

HP was very receptive to this and entered into negotiations with PWC and local HP reseller, AGE Kontor & Data, to create a purchasing model that was beneficial to all parties.

The result is that all offices across Sweden now have access to a simple webshop, through which they can order HP Original Supplies from AGE at a discounted price.

### Environmental responsibility

Having standardised on HP Original Supplies, PWC has also decided to move across to the HP Planet Partners programme to ensure all of its used print cartridges are recycled responsibly.

"The environment is an increasingly important issue for us," says Margareta. "In 2005, we bought more than 1,100 cartridges – and this is set to increase over the next few years. So we're moving across to HP's programme to make sure they are recycled in the most efficient way."

This strong relationship with HP is set to continue, with Öhrlings PriceWaterhouseCoopers pledging to turn to HP for any future investments in its print environment.

To learn more, visit [www.hp.com](http://www.hp.com)