Telecom Italia reduces costs by optimising the printing of technical drawings

> "HP's initial approach, which was both proactive and constructive, convinced us straight away because, right from the early stages of the analysis, the opportunity emerged for significant savings and greatly increased efficiency."
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> —Sergio Bruschini – Open Access demand manager – Telecom Italia

HP customer case study
Telecom Italia chooses HP Designjet T790 plotters to consolidate its installed set of plotters and to drastically cut maintenance and running costs

Industry
Telecommunications

Objective

Telecom Italia needed to optimise and consolidate the set of plotters used by the Open Access facility for printing designs and renderings for network infrastructure. Over time, maintenance costs for the peripherals and ink consumption had increased beyond control, while performance had fallen below the acceptable level

Approach

After some analysis with HP, Telecom Italia decided to standardise the set of plotters, purchasing Large Format printing solutions from the same series in order to simplify management, maintenance and the selection of the correct print size to prevent wastage. The Print on Demand mode was also introduced, for better, faster cost control

IT improvements

- Reduced operating costs by 30 per cent thanks to the new HP Large Format printing solutions

- Training and maintenance benefited from significant cost-cutting thanks to the uniformity of the plotters installed

- Operation and consumption are managed using software that ensures precise control

- Tailored printing solutions have improved efficiency such as printing in different formats

Business benefits

- Improved print quality when producing designs and renderings for presentations to private sector clients and local government

- Increased satisfaction of internal customers (peripheral structures), who are monitored and guided in their daily operational needs more efficiently

- Increased reliability of the peripherals ensuring greater business continuity and better service to end customers

Telecom Italia is the largest telecommunications group in Italy, offering landline and mobile telephone services worldwide, as well as internet access and entertainment services. It was formally established in 1994 through the merger of several telecommunications companies and currently has over 84,000 employees, producing revenues of almost 30 billion Euros.

Telecom Italia's Open Access structure accounts for around 20,000 employees and is responsible for managing the development and maintenance of the network, as well as monitoring network access service supply processes for both Telecom Italia and other operators.

In more than 100 Open Access branch offices, Large Format printers are used to print infrastructure designs and renderings, to be used in network maintenance and customer service.