

**HP customer case study:** Portsmouth Grammar School deploys an HP and EduPrint solution to cut on-demand printing costs by 80 per cent

**Industry:** Education

## HP and EduPrint slash the cost of printing at Portsmouth Grammar School



“Thanks to HP and EduPrint the cost of printing large high-quality digital images has fallen by 80 per cent and our students really enjoy using it to develop their artistic talent. EduPrint has also provided a great opportunity to create income from external customers.”  
Trevor Barker, network manager, Portsmouth Grammar School, UK

### Objective:

Portsmouth Grammar School (PGS) wanted to lower the cost of printing large-format print material by eliminating its dependency on commercial printers.

### Approach:

- Deployed HP Designjet Z2100 Photo Printers with EduPrint within its IT department.
- Installed an HP CM8060 Color MFP with Edgeline technology.
- Employed HP Smart Printing Services for remote control of printer maintenance and consumable procurement.

### IT improvements:

- A high-quality, large-format colour digital printing capability.
- A highly flexible software package to aid design and production of printed matter.

### Business benefits:

- The school no longer relies on outsourced services and has reduced print cost by 80 per cent.
- PGS produces attractive printed matter for both internal and external marketing activities.
- Students are inspired to develop their artistic skills through an enhanced learning experience.
- The volume of waste paper has fallen significantly. The school simply prints exactly what it needs.
- The solution provides an income-generating opportunity by servicing external customers.



Portsmouth Grammar School (PGS), a leading UK co-educational independent establishment, comprises nursery, junior and senior schools catering for 1,600 boys and girls aged between two and 18. PGS aims to provide students with the highest academic, pastoral and extra-curricular opportunities and enjoys superb facilities including a dedicated Sixth Form Centre and several IT suites for teaching Information and Communication Technology. The senior school regularly secures places at students' first choice university by achieving excellent A Level results and shortly plans to introduce the International Baccalaureate.

### Reliance on outsourced print services

PGS's IT infrastructure includes eight HP ProLiant DL380 servers, more than 150 ultra-slim HP desktop PCs and ProCurve Networking by HP. Its printing and imaging environment comprises 15 HP LaserJet

# Customer solution at a glance

## Primary applications

- On-demand digital printing

## Primary hardware

- HP Designjet Z2100 Photo Printer 1118mm
- HP ProLiant DL380 servers
- HP ultra-slim desktop PCs
- ProCurve Networking by HP
- HP LaserJet printers
- HP LaserJet MFP devices
- HP CM8060 Color MFP with Edgeline technology

## Primary software

- EduPrint on-demand print software

## HP services

- HP Smart Printing Services

printers, 9 HP Multifunction Printing (MFP) devices and an HP CM8060 Color MFP with Edgeline technology. PGS have also employed HP Smart Printing Services for remote control of printer maintenance and consumable procurement. However, when the school prints material for promotional or teaching purposes, the maximum size that the printers can generate is either A4 or A3. Consequently, the school usually has had to employ outsourced services to produce large items such as banners and posters.

“Traditionally, generating large images to promote plays, sports days and other special events incurs considerable cost. We were excited when The Landscape Group, HP's Preferred Partner, asked us to a demonstration of their EduPrint solution. EduPrint is a new print-on-demand resource specifically designed as an educational tool,” explains Trevor Barker, network manager, Portsmouth Grammar School.

### New print-on-demand resource

Already successfully deployed in over 50 UK schools, EduPrint combines the latest HP Designjet Z Series large-format Photo Printers with an automated software template developed by The Landscape Group. The special software allows the creation of personalised print matter on a wide variety of substrates including photo-paper, silk and vinyl at a fraction of the cost charged by commercial print companies.

“When I saw the quality of the large digital photo-montage produced from our students' photographs, I immediately realised that EduPrint could eliminate our dependency on outsourced print services, dramatically lower print costs and wastage and become a great educational tool to motivate our students,” comments Barker.

### Students delight Poet Laureate with EduPrint images

PGS currently employs the EduPrint solution with a wide-format HP Designjet Z2100 Photo 1118mm Printer. HP Vivera pigment inks deliver vivid, water and fade resistant prints. Training, maintenance, support and software updates are an integral part of the leasing package.

“The HP and EduPrint solution inspires our students to produce creative artwork and is invaluable for internal and external marketing activities. Students recently produced the livery for the school mini-bus and, much to the delight of Poet Laureate Andrew Motion, combined images with their own original poetry; creating a new form of expression they have called 'Phoetry'.

“We now design and print photo-montages of school trips and concerts, personalised posters, calendars and booklets on-demand at about 20 per cent of the cost charged by commercial organisations. We also market EduPrint as a service to external customers to generate income for the school,” concludes Barker.

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

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