

Success Story:

HP creates a high-performance, cost-effective imaging and printing environment with colour capabilities for a small, but growing business

The HP logo is displayed in white lowercase letters on an orange background. The letters 'h' and 'p' are connected at the top.

Knowledge Village is a growing education company that develops web-based activities, facilities and resources to enrich the learning process. The company seeks to create vibrant, interactive and effective learning experiences and opportunities by leveraging the latest in information technology and the experience of teachers, multimedia developers, web and graphic designers.

**knowledge village**



## Challenges

- Introduce in-house high-quality colour printing capability
- Replace ageing fleet of standalone and outdated devices
- Enjoy latest technologies while minimising costs in imaging and printing

## Solution

- HP Officejet 9130 for high-performance colour printing, All-in-One functionality and Digital Sending technology for use by the design team
- HP LaserJet 3030 all-in-one with All-in-One functionality
- HP Pay per use service to reduce upfront investments

## Results

- 50% savings in day-to-day imaging and printing costs by design team
- Improved productivity and workflow with colour capabilities and improved workflow through Digital Sending technology
- Up to 30% cost savings of the review process of designing creatives for customers
- Professionalism and competitive edge from increased use of colour in presentations and letters
- Good balance of cost and functionality

### Leveraging technology

At the back-end, leveraging technology included creating a high-performance imaging and printing environment to support the development of engaging learning materials.

“As a business, we use technology as enabling tools to support the education process,” said Barry Chua, Chief Executive Officer of Knowledge Village. “Likewise, we wanted to adopt the latest imaging and printing technology as enabling tools to support our development process.”

As designers at Knowledge Village needed to print out concept proofs of their ideas regularly to discuss with other team members, the ability to print in colour would be crucial to the entire development process. Colour was essential in capturing the designers’ ideas more vividly and accurately.

However, the company had an inadequate imaging and printing infrastructure, with several outdated standalone devices unable to handle colour. With no colour-enabled device available, the company had to outsource its day-to-day printed materials. Much time and resources were also wasted on maintaining the standalone devices, which had separate drivers and interfaces.

### Introducing cost-effective, high-quality colour and office document and imaging management solutions in the office

The logical move was to look to implement an in-house imaging and printing solution capable of handling high-quality colour print-outs cost-effectively within the office. Approaching HP was the next step.



“It was not a difficult choice to make as HP has proven itself to be the leader who listens to their customers,” said Chua. “HP has a huge presence and strong customer support programme in imaging and printing for businesses of all sizes.”

Responding to Knowledge Village’s needs, HP replaced the standalone devices with two high-performance and right-sized devices for a more optimised imaging and printing environment. The implementation in early 2004 was carried out smoothly as HP’s solution integrated well in both Macintosh and Windows environments.

For the design team, the HP Officejet 9100 series provided all-in-one functions and high-performance colour capabilities. With the ability to print up to 4800 x 1200 dpi, the designers could now generate cost-effective and high-quality colour proofs of their ideas or work in progress.

“Design teams could now email sketches to clients for their review, eliminating the need to digitise such sketches on a personal computer and save up to 30% of the review process of designing creatives for customers,” said Chua.

Chua added: “The HP Officejet 9130 offered a very cost-effective colour solution for our business as it offered separate printheads, so we needed to replace only the colour that runs out. If the job did not require it, we can even turn off the colour to save on ink usage.”

Additionally, the digital sending technology provided an excellent workflow improvement for the office. “Design teams could now email sketches to clients for their review, eliminating the need to digitise such sketches on a personal computer and save up to 30% of the review process of designing creatives for customers,” said Chua. Additionally, the built-in dual processor allowed for concurrent functions to be carried out at the same time to enhance workflow during busy periods.

The HP LaserJet 3030 all-in-one was also included for general office use and provide a great all-in-one with flatbed scanning and automated document feeder capabilities. Its all-in-one functionality with fax, scan, print and copy capabilities meant that only one compact device could replace the many standalone devices. High speed of 15 pages per minute was a time-saving feature that improved productivity in the general office.

#### **Making business sense**

In addition, HP’s Pay per use service provided Knowledge Village with a good balance of cost and functionality. For an affordable upfront investment, the company could now enjoy the latest imaging and printing technologies while paying only for what it used.



“For a small company, the HP Pay per use scheme helps us manage our cost and resources a lot better,” said Chua. “We stretch every dollar spent on imaging and printing and do not waste time replacing print cartridges and managing the devices.”

With the new solution, Chua estimated that the company would spend only half of what it used to on colour printing costs. But having the in-house capability to output high-quality colour print-outs had also resulted in other benefits.

For one, a more productive working environment had been created. There was no need to outsource colour printing anymore. Proofing of new concepts could be done quickly for internal discussions without disruption to workflow. In addition, in-house colour printing capabilities now allowed the company to introduce colour to its non-design-related printing. Proposals and letters could now be printed with colour, adding more professionalism and competitive edge.

“We are satisfied that HP’s solution has given us an affordable way to enjoy high-quality colour printing in a small company,” Chua said. “Colour in the office coupled with the office document management solution, have truly made a lot of difference to our business goals.”

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## At a Glance

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**Company:** Knowledge Village

**Location:** Singapore

**Founded:** 1998

**Employees:** 25

**Telephone:** (65) 6773 3082

**URL:** <http://corporate.knowledge.com.sg>

**Primary business:** Web-based educational tools



HP Officejet 9130 all-in-one



HP LaserJet 3030 all-in-one