

CSX transforms print environment and culture

Rail transportation leader looks to HP MPS for excellent service and robust security



INDUSTRY:
Manufacturing



COUNTRY:
USA

Objectives

- Enhance service delivery and cost-effectiveness
- Improve print reliability and device management
- Enable new security and workflow initiatives

Approach

- Identify alternate managed print services solutions
- Optimize print environment
- Improve fleet and supplies management

Business Outcomes

- Consolidate the overall printer fleet by 30%
- Save over \$100,000 on consumables in one year
- Deliver reliable and optimized print environment
- Eliminate millions of pages of unnecessary printing
- Enable data-driven decisions



\$100K

savings

30%

printer consolidation

8%

fewer prints

Objectives

Change drives ongoing improvements

CSX Corporation is one of the leading transportation suppliers in the US. With a network encompassing 21,000 miles of track in 23 states, CSX moves a wide range of products across the country in ways that reduce environmental impact, take traffic off congested highways and minimize fuel consumption and transportation costs.

Just as CSX keeps commerce moving through the United States, office printing keeps business processes moving throughout CSX. The company of more than 22,000 employees uses HP printers across approximately 600 locations. Its headquarters in Jacksonville, Florida, has approximately 4,500 workers and deploys two or more printers on every floor. Home offices of sales and marketing staff might use a single device. District sites from Canada to South Florida deploy printers according to their needs.

Printers may stay in need of service for weeks. “The ticket volumes were too high, which started to impact our team,” says Shane Reeves, Manager, End-User Services. “It was definitely time for a change.”

In business for nearly two centuries, the company understands the continual nature of change. CSX wanted to transform its print environment for more efficient asset utilization, stronger security and advanced productivity features. That meant including pull printing, embedded security and comprehensive device management. In addition, CSX aimed to foster an internal culture of conscious printing to reduce costs and waste.

“We were evaluating our fleet and trying to look at the most technically advanced solutions as well as the most cost-effective,” says David Bonaro, CSX System Engineer and Team Lead for Print Operations. “That’s what drove us to HP.”



“We look to the HP MPS team for expert advice to answer our ongoing question: ‘What could we be doing better as a company?’”

Shane Reeves
Manager, End-User Services, CSX Corporation



CSX Corporation

“Having LRS as a prime partner of HP is a real advantage to us as a customer. Pull print is a big win, especially for our mobile teams; they don’t have to look for devices as they go from town to town.”

Architect for End-User Services
CSX Corporation

21,000

miles of track

23

states

600

locations

Approach

Stronger security with embedded features and pull printing

To select a new Managed Print Services (MPS) provider, CSX invited vendors from the Gartner Magic Quadrant to participate in a request-for-proposal (RFP). HP prevailed for several reasons: service quality and reputation, advanced printer technologies and cutting-edge software tools.

“HP is clearly a leader in the market,” says a CSX Architect for End-User Services. “The power of HP for both configuration of device management and reporting placed HP ahead of multiple other vendors in the RFP process.”

HP MPS is a comprehensive suite of hardware, software and services delivered in a consultative engagement to help organizations productively and cost-efficiently manage their paper and digital document workflows.

CSX is re-evaluating its asset utilization throughout the enterprise, from train tracks to locomotives. Reviewing print utilization at each office location, it consolidated and upgraded from 3,000 non-HP printers to 2,000 HP devices, mostly HP LaserJet multifunction printers (MFPs). This 30% consolidation in the total number of devices delivered huge gains in both print capabilities and cost savings.

“Whether it’s scanned email, faxing, copying or badge printing, HP provides us with office automation capabilities that streamline workflows and strengthen security,” Reeves says.

Embedded security features in the HP LaserJet MFPs include HP Sure Start, which validates the integrity of BIOS (Basic Input/Output System) code; Whitelisting, which validates the integrity of the firmware code; encryption; and Run-time Intrusion Detection, which detects changes to the system memory.

The devices also integrate software from LRS Output Management, providing CSX with a fully integrated pull printing environment.

Employees can access any defined printer on the network and retrieve any or all of their queued print jobs by means of a proximity card or other authentication method. In the past, employees who dealt with sensitive documents had to have their own printers behind closed doors. Now, they can use the same printers as everyone else, with jobs held safe until picked up. If mobile workers travel to other offices, they can print wherever they go.

“Having LRS as a prime partner of HP is a real advantage to us as a customer,” says the CSX Architect for End-User Services. “Pull print is a big win especially for our mobile teams, they don’t have to look for devices as they go from town to town. That’s a huge benefit, along with the seamless integrations using HP Web Jetadmin.”



Solution at a glance

HP Services

Managed Print Services (MPS)

HP Hardware

LaserJet Multifunction Printers (MFPs)

Software

Web Jetadmin

Sure Start

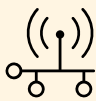
LRS Output Management

HP Supplies

Original HP Supplies



Secure pull printing



Mobility

Reporting on demand with automation

“HP Web Jetadmin is just phenomenal,” the CSX Architect says.

“A lot of other vendors just don’t have a tool that can provide such robust management capabilities.”

Business Outcomes

Measurable gains

CSX points to measurable gains supported by HP MPS: 30% reduction in printers after consolidation; thanks to pull printing, millions of pages of unnecessary printing eliminated and reductions in floor space previously devoted to storing paper and stockpiled toner.

With toner delivery on demand, the Original HP Supplies are there when needed without excess inventory. CSX estimates that in a single year, it saved more than \$100,000 on consumables. The print devices work reliably, and issues are addressed quickly by two onsite HP MPS administrators.

“In the past, we had four onsite technicians just to deal with all the ticket volumes. Now with HP MPS, we only have two—half the resources—doing a far better job for us. The HP onsite administrators are some of the best I’ve ever seen, very customer-focused,” Bonaro says.

“The product quality is there, the service quality is there. It all works! We’re not beating our heads against the wall every day, going ‘Another problem!’ I am spending zero amount of our time dealing with HP,” Reeves says.

HP MPS has enabled a profound cultural change at CSX with more conscious use of print resources. “Staff used to hit print, and hit print, and hit print,” Reeves says. “Now, before they hit print, they’re thinking about whether or not they need it.”

What’s more, the close relationship with HP enables CSX to make data-driven decisions regarding print optimization, workflow efficiency and emerging technologies. Reeves says, “We look to HP MPS for expert advice to answer our ongoing question: ‘What could we be doing better as a company?’”

Learn more at hp.com/go/MPS

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