"With ePrint Enterprise, we've eliminated the inconvenience of our executives having to stop what they are doing to print a document. Now they just send from their smartphones to the nearest printer."

Jayantha Prabhu, Chief Technology Officer, Essar Group

HP CUSTOMER CASE STUDY:
Essar Group has mobilised its executive team and improved their productivity using HP's ePrint Enterprise mobile printing solution

INDUSTRY:
Manufacturing and energy

OBJECTIVE:
Enhance the mobility and productivity of executives; enable them to easily print documents from any company location to any company printer using their smartphone

APPROACH:
Piloted two cloud-based printing solutions before selecting HP ePrint Enterprise

IT IMPROVEMENTS:
- Enables IT to mobilise company executives by printing through smartphones rather than laptops or PCs
- Improves productivity for local IT staff as they no longer have to manage the printing needs of visiting executives
- Better knowledge of print usage through use of integrated HP Access Control print management tools

BUSINESS BENEFITS:
- Single button printing from their smartphones for mobile senior executives
- Eliminates the need to configure printers for mobile executives
- Documents can be easily printed and shared between executives and their teams

With more than 70,000 employees spread across 25 countries, Essar Group is one of India's leading conglomerates. Its activities range across industrial sectors including steel manufacturing, oil and gas, logistics and shipping, communications and business process outsourcing (BPO).

With such a diverse range of activities spread across so many locations, Essar Group's senior management are constantly on the road. So it's not surprising that the company has become a heavy user of mobile computing solutions to enable them to get their job done. Today, Essar Group is one of the biggest users of Research in Motion BlackBerry smartphones in India.

But while mobile computing devices have empowered Essar Group's promoter directors and executives when they are travelling, they have not always proven practical when it comes to collaborating and sharing information. Sometimes the simple printed page is still the most effective tool for getting a job done, but for a travelling executive, printing from a mobile device is rarely a simple task. Often executives have found themselves hunting down local IT support staff just to print out a single document.

With some important internal customers to satisfy, Jayantha Prabhu, chief technology officer for Essar Group began searching for a solution that would enable executives to print documents from their handheld devices regardless of where in the company's network they happened to be.

"They wanted to be mobile and do things that generally would not require them to go to the laptop or the desktop and one of their major requirements was printing," Jayantha says. "So we were looking for technologies that could help us in that domain."

Essar Group trialled solutions that used the mobile device's WiFi and Bluetooth connections to link directly to printers, but none of these were satisfactory.

The perfect solution was actually discovered by the company's chief technology officer, Mr Jayantha Prabhu, while attending a mobile computing conference in the United States. It was there that he first saw HP's ePrint Enterprise solution in action and upon his return began lobbying HP to allow Essar Group to become the first company to adopt ePrint Enterprise in India.

HP ePrint Enterprise is a cloud-based service that enables users to easily search for and print to a company's networked printer. With an easy-to-use app, employees type in key search terms or use the GPS capabilities of the smartphone to quickly find a convenient printer. The solution has the security features enterprise customers require – for example, data does not leave their enterprise network and can be integrated with well-known pull printing user authentication solutions.

Jayantha says Essar Group already has a long heritage working with HP. The company's core server and storage infrastructure is supplied by HP and Essar Group is also an extensive user of HP LaserJet printers. The company has also entered into a Managed Print Services (MPS) contract with HP that covers more than half of its operations.

Because Essar Group was the first company to adopt ePrint Enterprise mobile printing solution in India, Jayantha says HP worked closely with his team to implement the solution within the business, working onsite at Essar Group to extensively test the implementation before switching on the capability for Essar Group's promoter directors and executives.

And Jayantha says the use of ePrint also fits with the strategic vision of Essar Group.

"There is a drive from senior management to ensure that the workforce is mobile and able to be there anytime, anywhere with secure access," Jayantha says. "ePrint Enterprise builds on the base that we already have in place for mobility."

CUSTOMER SOLUTION AT A GLANCE:

PRIMARY APPLICATIONS
• HP ePrint Enterprise mobile printing solution

PRIMARY HARDWARE
• HP LaserJet

HP SERVICES
• Managed Print Services
• HPAC

Jayantha says these users have been very happy with the ePrint Enterprise solution, as they are now able to print and distribute documents to their team staff at the push of a button on their mobile device, rather than having to open a notebook or finding a PC to then connect to a printer.

"With ePrint Enterprise, we've eliminated the inconvenience of our executives having to stop what they are doing to print a document," Jayantha says. "Now they just send from their smartphones to the nearest printer. It eliminates the inconvenience of having to jump out of a meeting to get a printing job done. Now they print from within the meeting."

Use of HP ePrint Enterprise has now been extended to 350 senior managers across Essar Group. Jayantha says user numbers will increase as mobile computing is extended from the current group of 1,000 managers to 3,200 over the next year. The easy-to-use nature of ePrint Enterprise has meant that it, has not presented a challenge for training managers to use it.

To learn more, visit www.hp.com

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