"The dependability of HP devices really sets it apart from the competition. Over the years, we have tested other vendors’ models, but it always comes down to HP having unrivaled durability. In considering the return on investment we asked ourselves which device would be the most reliable, cost the least to repair, and give us the lowest total cost of ownership – it was clearly HP.” – Rick Kersten, Support Analyst, Woodforest National Bank

Based in The Woodlands – near Houston – Texas, Woodforest National Bank is ranked among the top earning banks in the United States. And with over 225 branches throughout Texas, North Carolina, and the Commonwealth of Virginia, it also is one of the largest employee-owned community banks in the area.

With a motto of “Banking your way…every day and night!” a key component of the Organization's success is its philosophy of maximizing the use of technology round-the-clock. In fact, Woodforest was the first bank in Texas to launch a 24/7 live banking concept. Most recently, the Bank has experienced significant growth in its in-store retail operations. Woodforest opened its first in-store Wal-Mart branch in 1996 in Conroe, Texas and today, Woodforest leads the nation in Wal-Mart in-store branches, with 168.

While leveraging the latest technology is critical to the Bank’s success, it remains focused on a core competency of delivering strong financial services and relies on trusted technology partners to support its business goals.

Rick Kersten, Woodforest’s Support Analyst, described, “GreenPages – headquartered in Kittery, Maine – performs a wide variety of services for us. For example, it handles a lot of our high-end infrastructure projects – storage, availability, business continuity, asset management, etc. And most importantly, it gives us objective recommendations.”

Objective:
Woodforest needed new printing equipment to reliably and quickly produce top-quality information packets for new account customers, it also wanted to simplify installation of equipment in new branches, and maximize staff workspace, particularly for in-store locations.

Approach:
GreenPages recommended standardizing on the HP LaserJet 4345mfp – with HP consumables and HP supplies – and utilizing HP Web Jetadmin for simplified remote management.

IT improvements:
• Reliable output of excellent quality pieces really quickly, is perfect for waiting customers.
• The HP LaserJet 4345mfp’s small footprint maximizes the work area for employees in each branch.

Business benefits:
• Best return on investment due to lowest total cost of ownership.
• Trusted partners enable the Bank to stay focused on meeting its expansion goals.

Redesigning the print infrastructure
Everyday the Bank opens a lot of new accounts and each time the local staff prints out a packet of information that includes details of the terms, restrictions, legal notices, etc. while the customer waits in the branch.

“We used to buy low-cost printers and other devices, which had a habit of breaking down rather too often,”
stated Kersten. “We just can’t expect customers to sit and wait for their account information while our staff tries to make repairs – it just isn’t acceptable. We needed a fast, good quality printer that can rapidly produce new account packets with unfailing reliability and a clarity that is consistent with a legally binding contractual document.”

Over the next couple of years, Woodforest is forecasting the opening of up to 200 new branches – many of these through the relationship with Wal-Mart – which is fueling a dramatic growth in all aspects of the business. “It became imperative that we streamlined the installation of the IT infrastructure in each new deployment, which led us to develop a standard equipment list for each new branch office,” Kersten explained.

He added, “We recognized that space is at a premium in most of the branch locations, so to give us a much better total cost of ownership with a significantly smaller footprint we wanted to consolidate multiple single-function machines and eliminate unnecessary hardware.”

Investing in multifunction devices from HP

Instead of having individual machines for printing, scanning, copying and faxing, GreenPages advised the Bank to use a single multifunction device to combine all of the operations. Kersten commented, “When you are building a brand new bank and making network and power drops for each machine it makes a lot of sense to rationalize these for just one device – it greatly simplifies the environment.”

Woodforest had previously used a variety of vendors’ black-and-white printers, including models from HP. “Our experience with HP was very positive – over the years we have progressed through the range of HP LaserJet 4000 series printers – and the reliability has always been extremely good,” reflected Kersten.

GreenPages worked with the Bank to identify the right multifunction device for the implementation list that would be used for the ‘cookie-cutter’ deployments, and helped the Bank obtain the HP LaserJet 4345mfp for testing. “We really liked the HP LaserJet 4345mfp,” recounted Kersten, “as the best balance of broad functionality in a small footprint that delivers great price/performance and excellent quality output.”

To date, Woodforest has purchased over 60 HP LaserJet 4345mfp devices and installed one per site. To maintain top print quality and reliability the Bank uses only genuine HP consumables and supplies, and it has implemented all of the devices under the control of HP Web Jetadmin for simplified remote management. GreenPages has enabled Woodforest to use the HP Direct portal for simplified ordering of new multifunction devices each time it is preparing to equip a new location.

Trusted partners help meet expansion goals

“The branches use the HP LaserJet 4345mfp for a whole host of actions such as copying and faxing, so it’s good to have broad capabilities available, but the bulk of this device’s time is spent just plain printing,” reported Kersten, “And it outputs excellent quality pieces really quickly, which is perfect when customers are waiting.”

The small footprint of the HP LaserJet 4345mfp meets the Bank’s needs for maximizing the work area for its staff in each location. By specifying this device on the standard equipment list for new branch offices the installations are more efficient, and staff moving from one location to another is already familiar with the printer’s operation and capabilities.

“The dependability of HP devices really sets it apart from the competition,” extolled Kersten. “Over the years, we have tested other vendors’ models, but it always comes down to HP having unrivaled durability. In considering the return on investment we asked ourselves which device would be the most reliable, cost the least to repair, and give us the lowest total cost of ownership – it was clearly HP.”

Kersten has a strong and positive relationship with GreenPages. He observed, “I trust GreenPages’ recommendations and its staff keep me informed about new solutions. HP has always met all of my expectations of a vendor and has immediately fixed any issues that we’ve had. With partners like these, I can stay focused on meeting our business needs and expansion goals.”