

Original HP printing supplies boost American Data Exchange Corporation's business productivity.



"HP has given us the same things that we strive to give to our customers, namely world-class expertise, exceptional service, quality products and lasting relationships. American Data Exchange expects a long and continued partnership with HP," concludes Esguerra.



As Managing Director of the multinational American Data Exchange Corporation, Arnel Esguerra expects superior quality and relentless reliability in the day-to-day operations of his company. American Data Exchange Corporation is a leading Business Process Outsourcing (BPO) company that has global offices based in the US, India, China, Canada and the Philippines, providing offshore solutions and services including back-office processing, computer aided design (CAD), software/web development, voice to text services and call centre services. The company expects the market for BPO to exceed US\$1.5 trillion by the year 2006.

"Our company aspires to be a dominant player in the international and regional marketplace for packaging, developing and delivering IT-enabled service solutions," said Esguerra. "To achieve our goal, our standard of services must be exceptional, our operations efficient, and our productivity maximised. We don't leave anything to chance and that's why we choose to partner with HP."

The huge operation of American Data Exchange has a printing need of up to 3 million pages a month. The company expects this volume to double in 6 months' time. "Efficiency, productivity and high-standards are critical to our business, that's why we use original HP printing supplies."

In the past, the company made use of non-original HP print cartridges. Esguerra recounts his experience with toner leakages, poor print quality, fuser error, paper jams and noise. Their operations were severely affected with the output from remanufactured toners which generated high paper wastage, poor and inconsistent quality, and yielding only one-third of the capacity of original HP print cartridges.

Esguerra also evaluated that the leakages from non-original HP cartridges rendered internal printer components defective and

thus required more frequent servicing of their printers. This resulted in production delays and poor delivery performance for the company's customers. "We thought that we could save money by using non-original HP printing supplies since they are 70% cheaper. We realised that it actually created more problems for us, incurring loss in productivity and higher expenses for services and supplies," says Esguerra.

With the use of original HP print cartridges, printing has become a stress-free operation. American Data Exchange Corporation currently uses HP LaserJet 4100 and 4300 printers, original HP printing supplies and participates in the HP Services Maintenance Program.

"We were amazed at the transformation of our production flow. We now have lesser downtime and minimised reports on printer paper jamming and fuser error," states Esguerra. "Our production levels and print quality are outstanding."

American Data Exchange Corporation is also an active member of the HP Most Valued Customer (MVC) Program. The MVC Program is a supplies partnership programme that provides valued corporate customers with preferential terms, priority services and exclusive benefits. The MVC Program ensures businesses get flexible printing solutions offering high value, convenience, efficiency and optimal returns on their investment.

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Corporate information

Company name: American Data Exchange Corporation
URL: www.american-data-exchange.com

Challenges

- Toner leakage from remanufactured HP toners
- Paper jam
- Noisy jamming noise
- Fuser error
- High wastage on paper
- Frequent breakdown of printers
- Poor and inconsistent print quality
- Environmental hazards

Solutions

- HP Most Valued Customer Program (MVC)
- Original HP print cartridges
- Acquisition of HP LaserJet 4300 printers
- HP Services Maintenance Program

Results

- Lesser downtime
- Minimal paper jam and fuser error
- Increased productivity levels
- Consistently outstanding print quality

For more information on HP printing supplies, visit us at www.hp.com/apac/printingsupplies.

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