

HP Smart Printing Services

Making your print and copy infrastructure deliver more for less



By choosing Smart Printing Services from HP and its partners, your company will benefit from a fully optimised, managed and supported print and copy infrastructure. Working together with you, we put the right devices, with the right capabilities, in the right places. You never have to worry about supplies inventory or shortages, inappropriate quality or unscheduled maintenance.

You can choose from a range of cash-efficient, usage-based billing models, all offering savings of up to 40% on print-related costs¹ – as well as ensuring:

- Immediate total cost of ownership (TCO) benefits
- Increased user satisfaction through consistent print quality
- Simple and proven IT network integration
- Improved staff productivity and asset optimisation

With typical print costs for mid-market companies around 1–3% of revenue², there is real bottom-line potential for those wanting to grasp the opportunity.

Note¹ IDC 'ROI focus to imaging and print infrastructure' 2004

Note² Gartner 'Managed services in Europe' 2005

A Total Print Management Service





Good news, bad news...

In recent years, most businesses have made great progress in controlling the costs associated with IT infrastructures. For those that operate with a small IT team, or rely on third-party service provision, advances in management software have greatly reduced the 'hands-on' element of maintaining, updating and configuring all clients, servers and other devices. However, many of those same businesses have allowed their network printing and copying costs to spiral out of control.

Typical cost drivers

There are frequent demands that are used to justify the ad-hoc growth of a print and copy architecture. At face value, devices such as printers are simple to buy and install. In addition, devices such as copiers appear to offer an attractive-looking cost per page. Little strategic thought is necessary – especially when purchases are authorised at the individual or departmental level. This has led to many companies having a diverse print and copy fleet from many manufacturers, which is often poorly located and produces inappropriate-quality output with no visibility over utilisation levels.

With very little supplies commonality, you either have to carry an excessive inventory of toner or ink, or risk downtime until they are replaced – with a consequential administrative cost of processing small value orders as well as disruption. In addition, the limited resources of your IT team are required to maintain, update and configure all these devices and constantly respond to helpdesk queries.

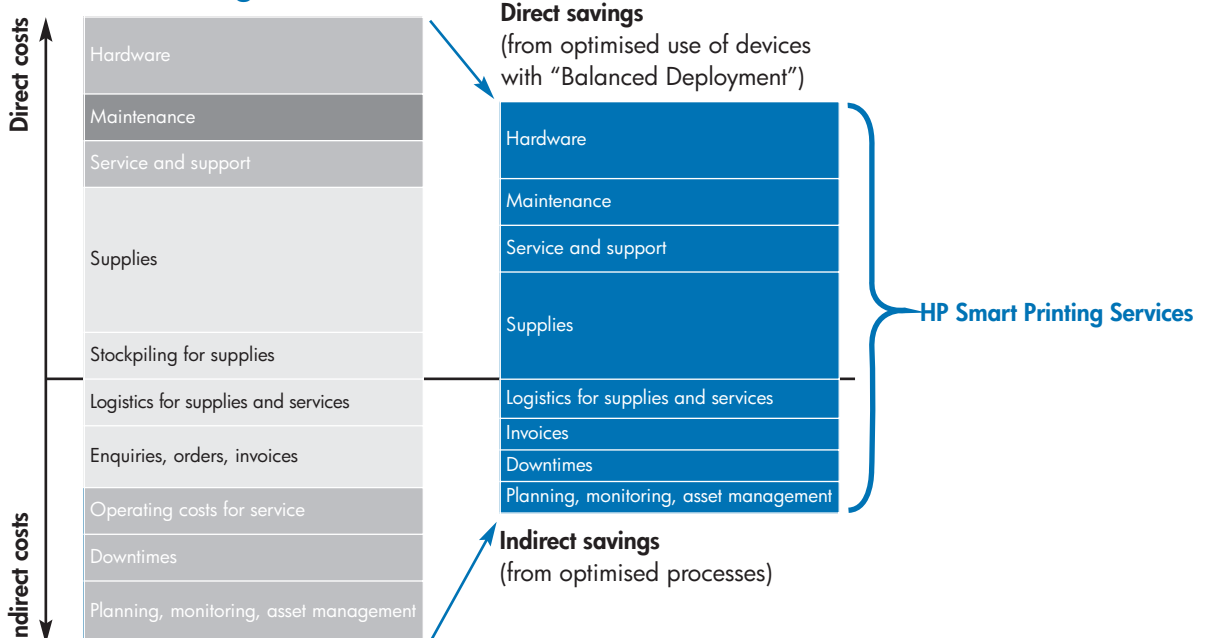
There is a better way!

Take a moment to reflect on what you really need from a printing and copying infrastructure. It should be available, accessible and reliable; offer a predictable, low cost of ownership and produce output at the right quality for the task. What you don't need is a complex and unwieldy network that ties up resources, reduces efficiency, is difficult to manage and gives you a hard time understanding its true cost.

As the industry leader in business print devices and solutions, HP introduces Smart Printing Services – which gives you a managed print and copy network that's tailored to suit your needs, budget and output requirements.

With HP Smart Printing Services, printers and multifunction devices are purchased or leased flexibly, and then ongoing monochrome and colour supplies management and maintenance is provided over a contracted period. You select the billing model that's best for your business. It's that easy!

Potential savings





Getting started

HP Smart Printing Services, an HP Total Print Management initiative, is delivered in collaboration with selected HP Channel Partners who will work with you to analyse the requirements of your print and copy environment. For example:

- What are your specific service levels?
- What is your dependence on colour vs. monochrome?
- How much do you print vs. copy?
- What is the importance of A3 printing in your departments?
- How many staff need access to individual printers?

Choosing your printing components

From this analysis, your Channel Partner will be able to offer a programme of services, tailor-made for your company and comprised of the following components:

Hardware

As a global market leader in the printer sector, HP guarantees you the use of state-of-the-art technology. You can depend on your Channel Partner to recommend the most suitable printers and multifunction devices to optimise your printer environment. Plus, any HP devices you already own (typically less than 24 months old) can be integrated into your contract.

Supplies

The use of HP Supplies – ink cartridges, toner cartridges and maintenance kits – will guarantee that your fleet of printers and multifunction devices always runs smoothly. To help you monitor and manage the status of these supplies, HP offers:

- **HP Service Portal** – this easy-to-use web tool delivers precise, up-to-date information on your service contract and supplies usage, plus access to an order menu. From this you can decide what supplies you need and submit your order by e-mail or phone, for immediate preparation and 48-hour delivery.

- **HP Remote Monitoring** – this collects critical data from your networked printers and automates necessary actions. So if your toner levels are down or a maintenance kit is required, the necessary delivery will be initiated automatically.

Services

A range of services is available to ensure problem-free printing operations throughout the duration of your contract:

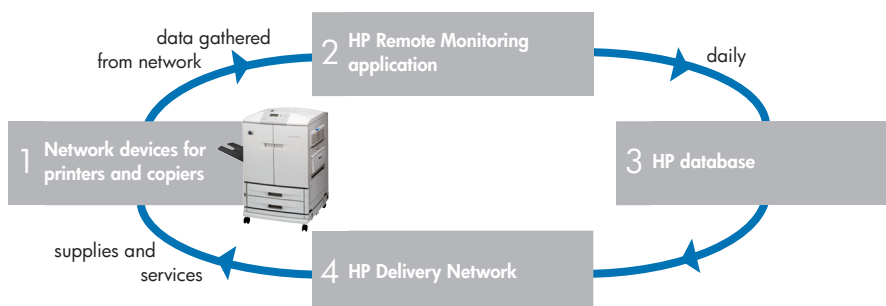
- Optional installation services provide rapid and skilled installation of your hardware and drivers, as well as staff training and disposal of packaging.
- On-site hardware support services offer peace of mind against potential problems, with a choice of response times to suit your business. All required spare parts are included.
- Access to a Premium Hotline for all contract queries is also available.

Flexible contractual options

For optimum flexibility, HP offers three different billing models to choose from:

- **HP Level Pay** – a fixed monthly fee is calculated that reflects projected supplies usage. The fee is reviewed annually to adjust for actual usage.
- **HP Base+** – a basic monthly fee is calculated to cover service, with an additional price-per-page based on usage.
- **HP All In** – a monthly fee is calculated on a price-per-page basis against a minimum output volume.

HP Remote Monitoring





“Significant indirect cost savings lead to higher employee productivity, specifically by improved device uptime and workflow optimisation.”
IDC, “ROI Focus to imaging and output infrastructure”, January 2004

HP Smart Printing Services allows you to deploy a managed printing and copying environment that’s tailor-made for your business. All management and maintenance tasks are handled reliably by HP and your selected Channel Partner.

A complete package

For an all-inclusive price, HP Smart Printing Services gives you a complete, fully managed print and copy environment that includes:

- The full HP commercial printing product portfolio, colour and monochrome, single and multifunction
- Purchase the hardware, or lease it with the financial service provider of your choice
- HP print cartridges – you choose the annual volume – including on-demand delivery
- HP maintenance (including all required maintenance kits)
- HP support with on-site service within four hours or next business day – you choose the service level you need
- HP Premium Hotline for immediate personal phone response
- HP Service Portal – a quick, easy-to-use tool to view your contract and usage reports on your print environment

- HP Remote Monitoring – a fully automated supply chain for supplies and maintenance (optional)
- Training, installation and other services provided by your chosen partner (optional)
- Choose from a 12- to 60-month term to fit your strategy

Reduced costs and improved efficiency

By choosing HP Smart Printing Services, you will raise the long-term productivity of your staff and your company by:

- Taking the strain off your internal IT and service departments so that they can concentrate on key tasks
- Minimising the number of bills and orders that need to be processed

Furthermore, you will bring financial benefits to your company with:

- Protection of your capital assets
- Up to 40 % cost savings versus your usual form of management (IDC, 2004)
- Flexible billing options, including usage-based and fixed-monthly-sum models
- Minimised logistics and administrative processes

For more information

Further information on HP Smart Printing Services can be found online at:

www.hp.com/eur/smartprintingservices
www.hp.com/eur/tpm

Engage with your partner of choice, and see how your business can achieve the cost savings and efficiency improvements from a fully managed print and copy infrastructure.

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