

HP MFPs help organizations thrive in the midst of change.

A strategy guide for decision makers

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Convergence is the latest trend in the information technology revolution. At its best, convergence produces enhanced capabilities at a lower cost by combining proven technologies in a single device. MFPs are a case in point.

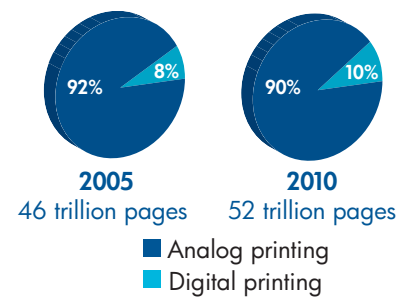
Imaging and printing in a changing world

In a global economy the competition never sleeps, so it's not enough to simply keep pace with change; you have to discover innovative ways to turn that change to a competitive advantage. For IT and facilities managers the challenge is especially daunting. Not only must you enable the day-to-day functioning of critical business processes, you must be on the lookout for proven technologies that create decisive business advantages.

Information is growing at an astronomical rate, increasing the burdens on your imaging and printing environment. As more information is shared digitally, more pages are printed. In 2005, businesses printed 46 trillion pages. By 2010, this number is expected to increase to an incredible 52 trillion pages, at an annual cost of around \$160 billion.

According to recent research by IDC, an independent industry analyst firm, imaging and printing expenses can consume up to five percent of a company's revenue. In a February 2008 report, Gartner noted that most organizations could reduce their printing and imaging costs by 10% to 30%. Multi-function products (MFPs) are a key product solution to making these cost savings a reality.

Figure 1. Global trends in analog printing



Source: HP Internal Research

Business Trends

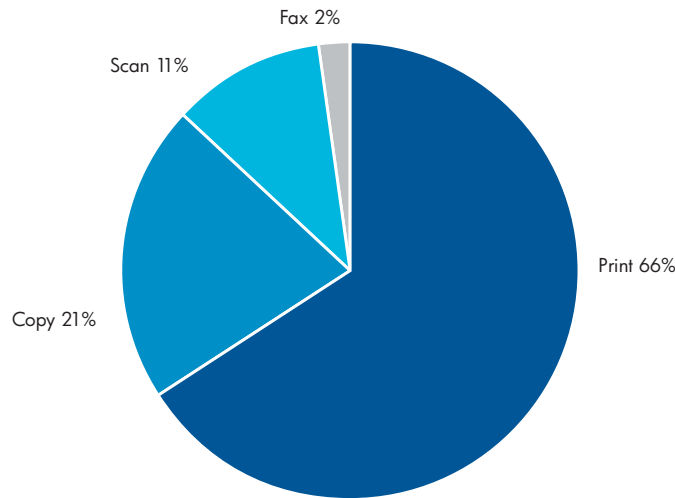
Converging technologies increase productivity and reduce costs.

Convergence is the latest trend in the information technology revolution. At its best, convergence produces enhanced capabilities at a lower cost by combining proven technologies in a single device. MFPs are a case in point.

Combining printing, copying, faxing, scanning and digital sending (scan to e-mail, folder, etc.) in an HP MFP gives information workers network access to the capabilities they need to effectively and efficiently handle digital and paper documents. In addition to moving the gamut of imaging and printing capabilities closer to end users via affordable devices, HP MFPs allow your organization to implement solutions like scan to e-mail and scan to folder to radically improve office workflows.

Such consolidation results in fewer hard-copy devices to manage and a smaller inventory of supplies and spare parts to maintain. And network integration combined with centralized management and control makes managing and supporting distributed assets like MFPs easier and less expensive than their stand-alone counterparts.¹

Figure 1. A copier that prints, or a printer that copies?
Print has become the dominant feature used on MFP's.



Source: IDC, 2007

Why HP MFPs?

Do you need a copier that prints or a printer that copies?

When choosing an MFP, keep in mind which function will likely be in greatest demand. Research indicates organizations are printing more and copying fewer pages.² HP MFPs are built upon the award-winning HP LaserJet printer platform, and for good reason: since pioneering LaserJet printing technology over twenty years ago, HP has continuously improved and advanced the technology. Today, HP LaserJets are the most widely used printers in the world, while HP LaserJet technology itself has earned a reputation as the most reliable printing technology in the industry.

HP MFPs consistently deliver a high return on your technology investment.

HP's extensive line of multi-function devices allows you to choose the feature set, price and services that best satisfy user demands and budget parameters. From personal to production capacity, whatever the needs, HP has an MFP solution that works best for your business—and all of them come standard with a one-year, next-business-day onsite limited warranty.

Get fast, real-world performance

With a shift toward electronic distribution of information, there's growing demand for faster impromptu printing locally. Advanced technology in HP LaserJet MFPs (and printers) delivers the speed information workers need. For instance, Instant-on Technology allows HP LaserJets to finish printing and copying many documents from powersave mode before competing devices even finish warming up.³ All HP Color LaserJets offer their best print and copy quality at full engine speed in default mode, whereas many competing devices force you to choose between best print quality and fastest output speed.⁴

Award-winning ease of use.

Would you like to reduce training needs and help desk calls? HP workgroup and departmental-class MFPs sport similar, intuitive, graphical touch-screen control panels that display up to four lines of text and animation simultaneously—including toner gauges that provide an easy view of supply levels—and offer context-sensitive help. This not only helps reduce downtime, but lets you easily take advantage of your MFP's complete feature set by explaining how to use each screen.

HP's industry-leading management tools keep you in control.

IT departments spend 15 percent of their time on printer-related issues.⁵ You can reduce the time and cost of keeping devices up and available—a big part of total cost of ownership—by using device-management software. The most widely used software in the category is HP Web Jetadmin.

HP Web Jetadmin

HP Web Jetadmin is the most widely used device-management software in the category. And with good reason. From a single, standard web browser, you can install, configure, troubleshoot and manage all of your networked HP imaging and printing devices—as well as many third-party products. It also monitors each device for supplies and service issues and sends you alerts when toner or ink is low or maintenance is required, slashing downtime, preserving print quality, and sustaining productivity. Plus, as your print needs evolve, you can expand Web Jetadmin's management capabilities through easy-to-install-and-engage enterprise-management tools, like Tivoli, OpenView, Toptools and Unicenter.

Comprehensive color access control

Leverage the power of color while preserving your budget with HP's color access control capabilities. Available on some HP MFP models, it lets you monitor color use across the network. You can enable or disable color printing by users, groups and applications or disable it entirely until it's needed for special projects or final publication, and its cost tracking feature allows you to report expenditures back to specific clients, projects, workgroups and departments.⁶



Universal Print Driver

The HP Universal Print Driver dramatically simplifies the set up, administration and monitoring of your printing environment by managing all HP LaserJet printers or MFPs. This means your users can access any network printer from virtually any network computer without downloading separate drivers. Compatible with a wide range of Microsoft® Windows® applications, including Vista®, it helps significantly reduce help desk and IT workloads and expenses.

Get excellent control over color access with HP.

Does the vendor let you...	HP	Canon	Dell	Lexmark	Ricoh	Xerox
Assign color access by user or group?	✓	✓A	✓B	✓C	✓A	✓A
Assign color access by application?	✓	⊘	⊘	⊘	⊘	⊘
Disable color completely via the device's user interface, the embedded web server and the management utility?	✓	⊘	⊘	✓	✓	⊘
Deploy pre-configured black-and-white-only drivers?	✓	⊘	✓	✓D	⊘	⊘
Set limits on how much specific users or groups can print and copy?	✓	✓E	✓	⊘	⊘	✓E
Monitor color usage by job/user/device?	✓	✓	✓F	✓	✓	✓
Report costs by user/workgroup/client/project?	✓	✓	⊘	✓	✓	⊘
Gather all the necessary information from your devices via an easy-to-use reporting tool?	✓	⊘	⊘	⊘	⊘	⊘

A The user-authentication methods employed by Canon, Ricoh and Xerox are limited to 1,000 users and must be managed on a device-by-device basis.

B Dell cannot assign color access by group, and assigning color access by user must be done via the device's embedded web server on a device-by-device basis.

C Lexmark's method must be managed on a device-by-device basis and is only available for the X762e MFP.

D Nothing prevents Lexmark users from installing the color driver from Lexmark's website and gaining access to color printing—a backdoor that can be closed via security features within HP Web Jetadmin.

E The quota-limitation methods employed by Canon and Xerox must be reset manually once the limit has been reached.

F Monitoring color usage on a Dell device must be done via its control panel on a device-by-device basis.



Enhanced security

In addition to supporting a wide range of trusted industry-standard security protocols, HP MFPs keep your data safe through advanced HP technology that helps secure the machine, its transmitted digital content and the generated output. More importantly for your IT group, HP has removed the complexity that makes providing true end-to-end security very difficult by building its solutions to integrate seamlessly with the network and be easy to use.

HP Digital Sending Software

This server-based document-capture application expands your HP MFPs' digital-sending capabilities by enabling users to scan to email, network folders, local area network (LAN) fax services like Captaris RightFax, printers and file transfer protocol (FTP) sites. HP Digital Sending Software also provides robust network authentication (LDAP, NTLM and Kerberos), as well as optical character recognition.

Enhance the value of your MFP investment.

Installing powerful, versatile HP multi-function products in your organization is a very smart first step in creating a more productive, business-savvy printing environment. However truly increasing its efficiency and effectiveness calls for a well-planned print and imaging management strategy, as well. To that end, HP offers three inter-related solutions that help your infrastructure, environment and workflows become leaner and more productive, while reducing costs and delivering more value to your business.

Let your IT staff focus on more strategic tasks than device management with HP Web Jetadmin

HP Web Jetadmin outperforms competing solutions in several key areas that radically simplify MFP (and printer) management, freeing up invaluable IT resources.

Does the vendor's management solution... 4	HP	Canon	Dell	Lexmark	Ricoh	Xerox
Discover and manage devices directly connected to PCs?	✓	⊗	⊗	⊗	⊗	⊗
Batch configure device settings across model types?	✓	⊗	⊗	½	⊗	⊗
Offer a Universal Print Driver with managed policies?	✓	⊗	✓	⊗	⊗	⊗
Support IPv6, IPsec, SSL, and SNMPv3?	✓	⊗	⊗	✓	⊗	✓
Lock out color access by application (like Web browsers and email)?	✓	⊗	⊗	⊗	⊗	⊗
Provide aggregated usage reporting by user and by application?	✓	⊗	⊗	⊗	⊗	⊗

Optimize the infrastructure

Take control of and increase the performance and efficiency of your imaging and printing devices and network infrastructure...

to ...reduce the direct and indirect costs of your company's document production

Manage the environment

Administer, secure and simplify the operation of your end-to-end business imaging and printing environment...

to ...end user productivity increases and the IT staff can do its job more effectively with less effort.

Improve workflow

Digitize and streamline document-intensive business processes...

to ...accelerate business results and increase operational effectiveness.

Optimize your printing and imaging infrastructure

To optimize your printing environment, HP offers a carefully considered, step-by-step process which is implemented in three stages: evaluation, authorization and implementation.

Assess the current state

The best-laid plans include evaluating where you are right now. Review your company's current print-related spend. This includes both money spent on hardware, supplies and maintenance and time your users invest walking to devices, waiting for jobs, and waste while an out-of-service device is repaired.

At the same time, inventory the number and types of devices (printers, copiers, scanners and fax machines) you have; note whether they're networked or directly connected to the user; and break out your current expenditures for labor, supplies, outside purchases, distribution, and associated system costs. With this information in hand, you'll be able to create a blueprint of your remodeled document management strategy.

Get buy-in from the top

Even a good long-term business decision like implementing a new print strategy can require high-level approval. It's wise therefore to gain executive support by building a detailed business case for the new strategy. Demonstrate the cost savings and improved productivity the company will realize. Illustrate how the roles and objectives of the affected support services like IT, procurement, and pertinent lines of business will be better aligned. And develop clear, precise tactical plans for managing the transition.

Consolidate

Turn all those printers, copiers, scanners and fax machines your company has now into a few well-placed multi-function products. They'll serve their users—and the company as a whole—much better. Simplify management by employing fewer vendors and standardizing your equipment with just a few models. Using just one vendor is usually ideal! And that single ideal vendor, at least in our minds, is HP. Whoever it is, give them the majority of the responsibility for managing the company's printing environment. This will reduce costs and improve productivity.

Upgrade

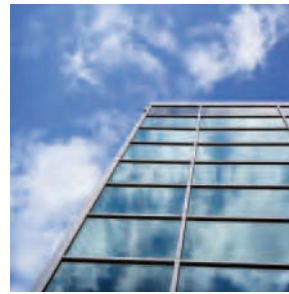
Replace aging machines with state-of-the-art technology to improve efficiency, reliability, ease of use, management and productivity.

Manage the environment.

A long-term management strategy for your printing environment is vital to improving its efficiency and reducing costs. The best strategies include processes for procurement, maintenance and location assignment, as well as implementing management software that streamlines and facilitates the management process. As you'd expect, HP offers top-of-the-market products and expertise to help you accommodate both.

Improve workflow.

HP MFPs improve workflows within businesses by incorporating diverse functionalities—e.g., scan to e-mail, scan to fax, scan to folder—into one device. HP MFPs not only automate what have been manual document processes but put them closer to the end user, streamlining the delivery of information, cutting costs, increasing productivity and reducing compliance errors. In addition, HP offers management software that makes your work flow even better.



HP offers choices that help you succeed.

Nobody knows the office imaging and printing environment like HP. It's that knowledge coupled with product innovation and uncompromising services and support that provides real value for HP customers.

- **HP Care Pack Services**—This array of packaged support services from HP Services allows you to improve device uptime, user productivity and the return on your technology investment by cost-effectively upgrading or supplementing your standard limited warranty with easy-to-buy, easy-to-use support packages. While availability may vary by geographic location and product, HP Care Pack Services provide you with hardware support levels ranging from basic to mission-critical, as well as such deployment support as education and installation. Visit: www.hp.com/go/services for additional details.
- **HP Instant Support**—Available in enterprise, professional and corporate editions, HP Instant Support offers a suite of sophisticated software tools for identifying, diagnosing and resolving network device-related issues. For example, HP Instant Support Professional edition includes a webbased diagnostic and problem-resolution service that enables IT to upload information on any HP device with an embedded web server to HP support using a standard web browser. Designed to be safe and with enhanced security features, the device information is analyzed and a step-by-step solution is generated and conveyed via e-mail. Escalation options include online access to a live HP technical expert. Visit: www.hp.com/go/instant-support for additional details.
- **Job accounting**—Third-party solutions like MegaTrack, Pharos, Equitrac and Software Shelf's Print Manager Plus let you charge print and copy jobs accurately back to specific clients, projects, users, workgroups or departments. Visit: www.hp.com/go/jobaccounting for additional details.
- **HP Pay-per-use for Imaging and Printing**—This complete menu of flexible service and financing options provides IT departments with a comprehensive approach to managing enterprise imaging and printing environments. Services are available in four key areas: assessment, deployment, management and support. Assessment services are designed to help provide an accurate profile of your current environment to developing a future-state optimized infrastructure. Deployment services are aimed at streamlining the implementation of hardware, software and services, while also helping to enable top performance and availability right from the start. Management services offer a single point of contact to help verify your imaging and printing environment operates at peak performance and efficiency day after day. And support services help maximize availability by providing fast, expert repairs if a problem occurs and by delivering ready, reliable and timely access to the supplies you need. Visit: www.hp.com/go/printingservices for additional details.

Change is inevitable. To survive and thrive organizations need to be able to adapt. As a global technology leader, HP has the thinking and resources to help you transform your environment so you can manage change to your advantage.



- **HP Easy Printer Care**—PC-based device management software for organizations with 1 to 15 MFPs and printers, HP Easy Printer Care simplifies initial device setup and day-to-day management tasks from tracking usage and troubleshooting to monitoring and ordering supplies. Software ships with new HP MFPs or is available as a free download at www.hp.com/go/easyprintercare.
- **HP Financial Services**—The comprehensive array of leasing and financial-management services available via HP Financial Services can help your organization transition from existing equipment to the latest technology, acquire a new solution cost effectively and manage that solution through its lifecycle. HP Financial Services, a wholly owned subsidiary of Hewlett-Packard, provides a broad array of programs in more than 50 countries worldwide to the full range of HP customers—small and mid-sized businesses, government agencies, educational institutions and large, multinational corporations. Visit: www.hp.com/hpfinancialservices for additional details.

Adapt and thrive. HP can help.

Change is inevitable. To survive and thrive organizations need to be able to adapt. As a global technology leader, HP has the thinking and resources to help you transform your environment so you can manage change to your advantage.

Visit our web site at www.hp.com/go/enterprisemfp for additional information about HP MFPs.

Personal/Small Workgroup

1 to 5 users
<3K pages per month

HP OfficeJet Pro L7700 All-in One series

- Get it all—professional-quality color, wireless networking and lower cost per page than lasers.



HP Color LaserJet CM1312 MFP series

- HP's lowest priced color laser MFP for print shop quality results—plus, scan, copy and fax capabilities.



HP Color LaserJet CM2320 MFP series

The productivity-boosting MFP with print shop-quality color, networking and available fax.



HP LaserJet M1319 MFP series

- Ideal for: Business that need high-quality laser printing and fax, print, copy and scan functions in one fast, affordable, multifunction laser device



HP LaserJet M1522 MFP series

- Ideal for: Users that need fast prints, copies and scans from a multifunction laser printer that offers both value and performance.



HP LaserJet M2727 MFP

- Ideal for: Faster black duplex print and copy with fax and color scanning and scalable networking



HP Multifunction Printers



Color LaserJet

Mono LaserJet

Workgroup

5 to 20 users

5K to 50K pages per month

HP Color LaserJet CM3530 MFP series

- Add more capabilities and space to your office with HP's first fully featured desktop color laser MFP.



HP LaserJet M3035 MFP series

- Ideal for: Duplex print/copy/scan, faster black printing and color scanning; fax on some models for offices or work teams



HP Color LaserJet CM4730 MFP series

- Workgroup performance soars with this fast, compact, award-winning color MFP.



HP LaserJet M4345 MFP series

- Ideal for: Very fast black print, copy, fax and color scan with send to functions and duplex printing



HP LaserJet M5035 MFP series

- Faster print, copy, fax and enhanced color digital sending with 11x17 (A3) and paper handling capabilities for improved office productivity



Department
20 to 100 users
15K to 50K pages per month

HP Color LaserJet CM6040/6030 MFP series

Superior reliability and consistent end-user experience with this fast, efficient multifunction laser printer.



HP LaserJet M9040/M9050 MFP series

• Ideal for: Workgroups that require fast, high-volume printing, copying and scanning, with digital sending, optional faxing and basic finishing.



HP CM8050/CM8060 Color MFP series

The department class color MFPs that help you improve productivity and control operating costs.



¹ Based on "Organizations are Ready to Tackle Document Output Costs in the Office," published December 13, 2004, by InfoTrends/CAP Ventures, Weymouth, MA, www.capv.com.

² Based on "The Future of the Office Document," InfoTrends/CAP Ventures, January 2005.

³ Based on HP internal testing.

⁴ Generally HP LaserJet and Color LaserJet MFPs and printers are designed to offer their best output quality at full engine speed. Many competing devices slow down considerably in best PQ mode due to issues like formatter bottlenecks or employing solid-ink technology.

⁵ "Cutting Costs and Maximizing the Return on Your Imaging and Output Assets," IDC, August 2005.

⁶ Color access control capabilities vary from device to device. You may need to obtain additional software from HP in order to effectively control or manage access to color. Visit: www.hp.com/sbso/productivity/color/access.html for additional details. Some color access control capabilities are only available with HP Web Jetadmin v.8.0. Visit: www.hp.com/go/webjetadmin for additional details.



To learn more, visit www.hp.com/go/enterprisemfp

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4AA0 3284ENUC Rev. 4, November 2008

