

Questions and answers about HP multifunction products

A guide for decision makers

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With HP MFPs, you can increase your productivity and reduce costs—this guide shows you how.

“Hardcopy document production claims 20 to 40 percent of total labor costs and as much as 5 to 15 percent of company revenue.”

Datamation



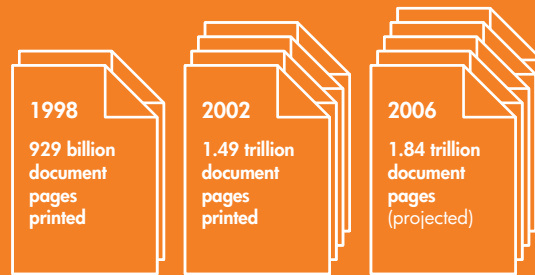
Most people in your organization print, copy, send or receive documents several times every day. In fact, printing and imaging processes can account for as much as 40 percent of labor costs.

As for annual revenue, as much as 15 percent may go toward producing, distributing and storing documents.

You've probably heard about new printing and imaging products called multifunction products (MFPs) and wondered if they might provide a better solution. Learn how your company can deploy MFPs for a higher return on your imaging and printing investment as we answer the following questions:

- What factors are changing document production?
- What is the true cost of document production?
- Can MFPs provide a better solution?
- What are the main benefits of an MFP?
- What's the best deployment strategy?
- What service levels does your business require?
- How do MFPs work in the real world?
- Is an MFP for you?
- Why should you consider HP MFPs?
- Where can you learn more about HP MFPs?

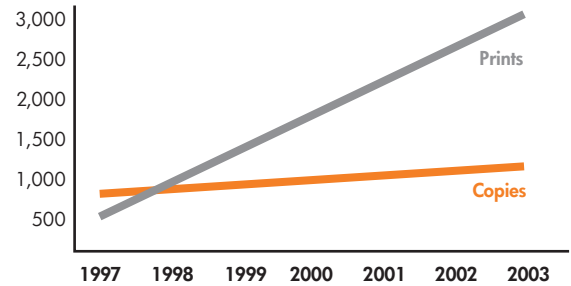
So much for the paperless office!



Document pages printed annually by U.S. companies and consumers. Source: IDC Executive Brief, "Minimizing Document Costs, Maximizing Efficiency," March 2003

Pages are shifting from copiers to printers.

Printed pages vs. copied pages (in billions)



MFPs must perform all tasks well, but superior printer functionality is especially important when you consider the number of printed pages continues to grow rapidly while copied pages have remained relatively flat in recent years. Source: IDC

Document production is changing faster than you might imagine with consequences you can't afford to ignore.

Information is growing at an astronomical rate, increasing the burdens on your imaging and printing environment. In fact, Internet/intranet access and digital convergence are creating a new model for printing and sharing documents. Businesses are transitioning to different workflow processes through which digital and paper-based content must be integrated and utilized, whenever and wherever required.

E-mail means more printing, not less.

Now, thanks to e-mail, documents can be attached, sent, received, stored, forwarded, replied to and mined for integration with other digital documents and knowledge repositories—all in just seconds without geographic constraint. Instead of diminishing the need for printing, research indicates that printing in organizations increases by up to 40 percent when e-mail applications are introduced.

The new model: Distribute first, then print.

Instead of printing documents at central printers or presses and distributing them physically via mail or courier, documents are now distributed electronically and printed locally at the discretion of the recipient.

The traditional print-and-distribute model is being rapidly replaced by a distribute-and-print approach.

The shift continues from copying to printing.

Document copying behavior is also changing. A survey by the Gartner Group shows that most copy jobs are relatively small—an average of five pages copied 7.5 times. These jobs do not require the features of large, dedicated copiers. In addition, some 70 percent of copy jobs start at a printer. Since printing small runs is as economical as copying—and typically much more time-efficient—a distinct shift is taking place, from making copies to printing multiple originals on devices closer to users.

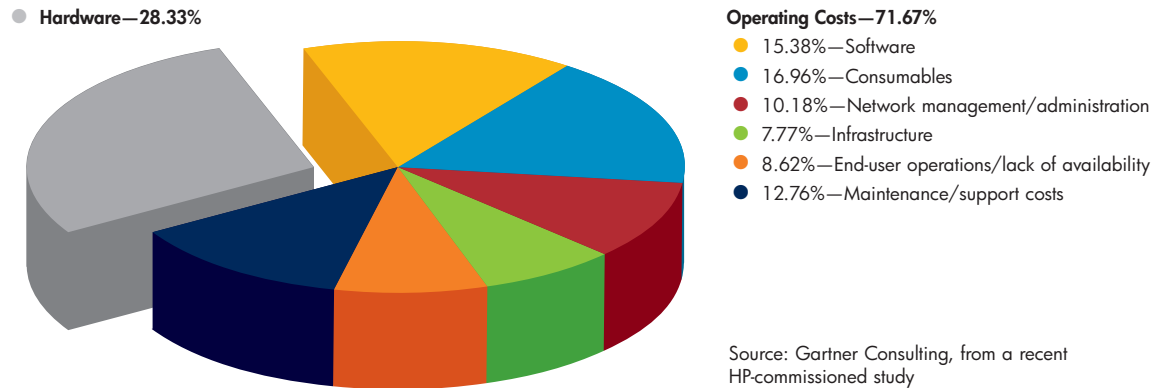
Every company's imperative: Do more with less.

At the same time, increased economic and competitive pressures are forcing companies to re-evaluate the deployment of their document imaging and distribution devices. This major cost center is being closely scrutinized in order to reduce operating and overhead costs while increasing value received and return on investment.

Do it smarter, faster and cheaper.

In short, organizations are seeking smarter, faster and cheaper ways to access and share documents—across the network and around the world. New technology, including the MFP, is making this prospect a reality.

Total Cost of Ownership (TCO): There are more pieces to this pie than you might think.



Do you know your TCO? It's essential that you do.

Sound investment or costly drain?

Companies may invest thousands, even millions in printing, copying, faxing, scanning and distributing information, often at the expense of core business opportunities. It's money well spent when information flows efficiently to those who need it when they need it—but it's a costly drain on resources when it doesn't.

“Ninety percent of all companies do not know what they are currently spending on internal desktop and network printing.”

Buyers Laboratory, Inc.

Looking merely at purchase price doesn't tell the story. That's why in the early 1990s, the Gartner Group created a new standard for realistically and comprehensively assessing hardcopy document costs. It's called Total Cost of Ownership—TCO for short—and it combines both hard and soft dollars, operational costs as well as acquisition costs.

To determine TCO, organizations need to carefully review and quantify seven discrete factors.

- **Hardware (28.33%)**
Acquisition cost (lease or purchase) and hardware upgrades, such as finishing products, memory, hard disks, high-capacity input trays, legal trays and print servers
- **Software (15.38%)**
License costs, support licenses, upgrades, customization of printing systems software or print enabling software
- **Consumables (16.96%)**
Paper, toner, drum units, ink cartridges and maintenance kits
- **Network management/administration (10.18%)**
Management of the network, network costs (allocated on a percentage of use), administration, asset management, installation and configuration
- **Infrastructure (7.77%)**
Planning the deployment of hardcopy devices, physical space (costs for equipment space, property taxes, heating, cooling, energy consumption, etc.) and upgrade costs
- **End-user operations/lack of availability (8.62%)**
Training employees how to use device, user-required maintenance (clearing jams, loading paper, adding toner/ink cartridges, etc.), document delivery (manipulating the document before using it, such as stapling, collating, etc.), human interaction (retrieving and waiting for the document to be produced), installation and configuration, downtime, the business cost when a device is not available, the cost of using an alternate hardcopy solution, the cost of poor hardcopy device performance (slow speed, response time problems, old technology, poor print quality, reprinting, calling help desk, etc.)
- **Maintenance/support costs (12.76%)**
Maintenance contract costs, warranty/support costs, costs of unused assets, help desk costs, hardcopy device maintenance, facility management, etc.

Your Document Production Cost (DPC) has three parts.

Human interaction costs

- Retrieving documents, clearing paper jams, installing new cartridges, routine trouble-shooting
- Distance of device from user
- Device ease-of-use
- Device reliability

Environment costs

- Real estate (space)
- Utilities
- Storing and maintaining consumables
- Network costs, including required bandwidth

Document delivery and assembly costs

- Many documents must be collated, folded and/or stapled.
- Many require delivery via postal service or courier.
- Preparation and delivery costs often exceed the costs of producing pages.

Do you know your DPC? It can be costly if you don't.

In 1999, the Gartner Group introduced an extended model that incorporates TCO, but more accurately captures the labor and environment costs of producing a document. The Document Production Cost (DPC) model addresses time-consuming aspects of document production as well as device costs and reveals some valuable insights.

Total printing charges are underestimated by 30 to 50 percent by ignoring charges other than the obvious hardware, maintenance and consumable charges.¹

For example, did you know that preparation and delivery costs often exceed printing costs? DPC variables are divided into three categories—human interaction costs, environment costs, and document delivery and assembly costs.

Organizations are increasingly recognizing how directly user satisfaction and productivity are tied to these important “soft” costs. Typically, total printing charges are underestimated by 30 percent to 50 percent by ignoring charges other than the obvious hardware, maintenance and consumable charges.¹ Managers are seeking new ways to control these costs by minimizing downtime and increasing the operational efficiency of their organizations.

An example of human interaction costs:

- If the fully loaded cost of an employee is estimated at \$40/hour...
- Then 90 seconds of waiting, retrieving or checking a print costs one dollar...
- One dollar is more than the price of the printed page...
- And that dollar doesn't include the costs of reprinting due to poor quality or the time and tasks required to resolve problems with the device.

¹Gartner Consulting white paper prepared for HP, “The Importance of Considering TCO in Hardcopy Solution Purchase Decisions,” P. Morgan, J. Lum, February 2002

MFPs that integrate multiple functions are one solution to maintaining underutilized single-function devices. Source: IDC, 2004

Ten significant ways that MFPs can help your business

A top ten list you can take to the bank

Innovations in digital technology together with the always-on Internet have paved the way for MFPs. In many cases, an MFP can accomplish printing and imaging tasks, such as copying, scanning and faxing better, faster and more economically than single-function products. Here are 10 significant benefits to using an MFP.

1. **Save time.** Combining copy and print functions allows users to make “copies” from their PCs and results in fewer trips to the copier. Even a few minutes per user, per print job, translates to thousands of labor dollars in increased productivity.
2. **Save money.** MFPs can have a lower purchase price than the combined price of single-function products. MFPs can also reduce long-distance faxing costs, lower the need to transport hardcopy documents and decrease outsourcing costs.
3. **Save space.** Organizations with fewer devices require less floor or desk space. Saving space can also translate into cash savings that can be used to fund new hardware purchases.
4. **Enhance performance.** Consolidating processes into one robust, efficient unit with advanced features provides quicker, more complete printing and imaging functionality closer to the users.
5. **Boost productivity.** The ability of MFPs to scan hardcopy documents directly to e-mail increases productivity by reducing the transportation of hardcopy documents. Idle machine time is minimized; device usage is maximized; and fewer resources require less effort to install, maintain and service. MFPs free your staff to focus on revenue-generating core competencies.
6. **Maximize assets.** Reducing the number of assets being managed and the supplies required for them can translate into fewer personnel needed to manage multiple vendor contracts for hardware and supplies. The capital requirements for maintaining high inventories of supplies can be substantially cut.
7. **Reduce network connections and traffic.** MFPs that combine print and scan functions can reduce the number of network connections required in an office. MFPs that incorporate network scanning use the same Ethernet connection as the print function so no locally connected PC, with its own separate network connection, is required. The transmit-once, print-many capability of new MFPs can also dramatically reduce network traffic by eliminating multiple transmissions between a PC and print server.
8. **Decrease phone lines.** Using MFPs to eliminate smaller stand-alone fax machines can reduce the number and cost of phone lines or the need for fax modems on individual PCs.
9. **Enhance quality.** Because these systems make prints and copies digitally, the quality is typically superior to that of an analog copier. When making multiple copies, the scan-once, print-many feature of the digital engine also ensures that alignment of the image from copy to copy is maintained—another major advantage over analog copiers.
10. **Improve reliability.** MFP marking engines are digital with shorter paper paths and fewer parts which translates into greater reliability.

Information based on customer experience and “The Top Eight Benefits of Multifunction Products,” Gartner, J. Lundy, J. Ingalls, February 1999

“I’m pleased by the cost savings and the increased printer performance, and delighted with the fact that I’m not getting the same number of calls about printer issues as I used to.”

Jeff Gelb, Director of Desktop Services,
DreamWorks SKG

Key questions to ask yourself

Certain developments lend themselves to the deployment of MFPs. Here are the most important ones:

- Is a merger in progress or is any moving, downsizing or consolidation taking place?
- Are any cost-cutting initiatives being contemplated or underway?
- Are copier leases expiring?
- Are HIPAA or Sarbanes-Oxley regulations requiring any major changes?
- Is the ratio of employees to devices lower than 10:1?
- Do older devices (three to five years old) account for 25% or more of total devices?
- Are your copiers still not networked?
- Is physical space an issue?
- Has a LAN fax system not yet been implemented?
- Are users overwhelmed with paper or suffering due to long lines, downtime and maintenance issues?
- Are documents an important part of your business? (This would be particularly true, for example, of the legal, accounting and medical fields.)

If you answered “yes” to any one of the questions on this page, then chances are it’s an opportune time to check out HP MFPs. You can find more information on HP MFPs and learn about special offers and promotions by visiting www.hp.com/go/mfp38.

For a free document workflow analysis and MFP product trial, visit www.hp.com/go/mfp39. (Eligibility requirements are up to the discretion of the authorized HP partners participating in this program and may include: copier lease expiring in the next 12 months, expressed interest in a document management solution and purchase needs. Free product trial is based on availability.)

How to evaluate an MFP? Here are the ten critical criteria.

- 1. Network controller consistency.** The consistency of network integration across a vendor's MFP product line is critical. Lack of a consistent controller across a product family can result in higher costs associated with driver deployment, help desk and system administration.
- 2. Simple user interface.** The user interface should be simple, intuitive and uniform across products so that office workers can operate the device with little training. Vendors should provide onsite training and MFPs should provide extensive online help.
- 3. Network security and convenience.** MFPs should feature print security so that documents are released only to authorized users who enter the proper password. The device should also be able to print a proof copy of each document set.
- 4. Compatible drivers and driver support.** Enterprises should verify that the vendor offers print/fax drivers for the specific desktop OS used in the enterprise. The vendor should also indicate how long it will take to fix driver bugs.
- 5. Rapid task switching.** The real test of an MFP is its ability to switch tasks seamlessly. An MFP with a controller that can continuously feed jobs to the print engine will run more productively than those that pause between jobs.
- 6. True network manageability.** MFPs should support Simple Network Management Protocols (SNMP) so that they can be configured and managed remotely. They should also send messages regarding configuration and job status.
- 7. Fast, easy serviceability.** Mean time to repair a failed unit needs to be considered. It is frustrating enough when the copier goes down for half the day, but worse when the printer and fax go with it. If MFPs lack computer-based service diagnostics, it will take longer for service personnel to troubleshoot and fix a hardware or software problem. Look for a vendor who has expertise in printing, networking *and* copying.
- 8. Local systems-analyst support.** The MFP vendor should provide ongoing local systems-analyst support, not just during the pre-sales needs analysis and post-sale implementation. Vendors without this skill set may find it difficult to support networked MFPs.
- 9. Network and e-mail scanning.** Scanning to e-mail is a very efficient way of transmitting documents that originate on paper. MFPs should support scanning to both the network and to e-mail.
- 10. Versatile paper handling.** Look for MFPs that make the various paper inputs and finishers available across different functions. (A user should be able to operate a booklet maker, for example, from the control panel in copier mode as well as on-screen in print mode.) MFPs should also hold enough paper to last at least half a day. Last but not least, MFPs should offer, as an option, physical mailboxes that store peak volumes of printouts by user or department.

The above is drawn from Gartner, "The Top Ten Requirements for a Function-Independent MFP," J. Lundy, K. Weilerstein, July 2001.

“Independent research from CompuMetric Labs, Inc. confirms that HP MFPs lead the pack for usability in all four usage modes (print, copy, fax, scan) as well as in network administration.”

MFP Competitive Evaluation Testing Report, CompuMetric Labs, Inc., May 2001

HP reliability ensures availability.

MFP vendor	'03	'02	'01	'00	'99	'98	'97	'96	'95
Canon	B-	D-	C	D	D	B	B	B	A
HP	A+	A+	A	A	A	A	A	A	A
Konica	—	—	—	—	—	—	—	—	—
Lexmark	D	D+	B	C	B	B	B	B	B
Ricoh	—	—	—	—	—	—	—	—	—
Xerox	E	E	C	C	B	D	C	C	—

HP is the only printer manufacturer to receive A ratings in *PC Magazine's* annual service and reliability survey for 12 consecutive years.

Source: *PC Magazine*, August 5, 2003.

HP consistently delivers a higher return on your technology investment.

As the acknowledged leader in printing and imaging, HP builds standard-setting innovation, quality and reliability into every HP MFP. Here are the specific benefits you can get from HP:

Superior functionality and performance. HP MFPs excel at all the essential multifunction tasks, particularly printer functionality which accounts for the vast majority of MFP usage.

Industry-leading reliability. HP's advanced design and construction delivers award-winning HP LaserJet quality; powerful, efficient operation; greater uptime and availability; and wide-ranging compatibility with legacy applications.

Superb ease of use. Optimized HP technology simplifies operation by offering diverse, customizable paper-handling solutions; by providing an intuitive touch-screen graphical control panel; by automating processes to increase output; and by incorporating proactive service and supplies alerts.

Superior networking expertise. HP—the company that invented network printing—builds into its MFPs the industry's leading network-management solutions, including digital sending capabilities; seamless connectivity with minimal network traffic; an embedded MFP web server for e-mail alerts and remote monitoring,² as well as multiple intelligent Internet customizable applications.

Digital sending capability. HP's powerful digital sending technology enables users to convert paper documents to digital format for fast, easy transmission over a variety of networks, including the Internet. At the touch of a button, documents can be sent by e-mail or dispatched to fax machines, files, PCs, network folders or distribution lists.

LDAP and LEAP support. HP MFPs feature support for Lightweight Directory Access Protocol² (LDAP), which gives users access to company or private address books directly at the device. HP MFPs also support Lightweight Extensible Authentication Protocol² (LEAP) which offers a higher level of security than Wireless Equivalent Protocol (WEP). Neither feature is commonly supported by competing MFPs.

A more adaptable infrastructure. Deploying MFPs also makes your imaging and printing infrastructure more adaptable to changing user needs, thereby protecting your technology investment. For example, by relying on HP MFPs to fulfill the lion's share of general-office imaging and printing needs and using supplemental single-function devices and solutions to meet the needs of departments, workgroups and individuals, you can easily redistribute imaging and printing resources as user needs evolve.

Unexcelled service and support. HP Services offers fast, expert onsite maintenance and repair; installation and network configuration; remote management, troubleshooting and diagnostics; complete document workflow and deployment analysis; managed office services; and flexible financing including complete pay-per-use programs and leasing options.

Better return on investment. We know the impact that imaging and printing can have on IT and on the business landscape. By focusing on customers rather than products, HP develops reliable, easy-to-use solutions that save businesses money, increase employee productivity and enable new workflows.

²Not available with all devices

“When I realized the proposed solution could save Alliance \$8,000 per month, it was an easy decision to make.”

Brad Williams, Chief Information Officer,
Alliance Pharmaceutical Corp.

HP's balanced approach can save you time and money.

The number, location and type of devices deployed can make all the difference in how efficient and cost-effective hardcopy processes are. Optimal deployment requires striking the right balance between costs and productivity by carefully considering:

- Who uses the devices
- User access
- Productivity enhancement
- Appropriateness for confidential documents

HP recommends a balanced deployment strategy employing MFPs, and single-function devices when appropriate. This approach can improve both printing performance and cost while dramatically increasing device utilization, return on investment and productivity by moving advanced functionality closer to users.

Balanced deployment is a model for businesses to strive for as they optimize imaging and printing asset utilization, maximize return on investment, and reduce TCO. Deployment can range from individual desktop configurations, where each employee has an output device of their own, to highly centralized plans, where many share access to just a few devices. In between is a wide spectrum of mixed options, wherein some devices are shared while others are not.

Examples of balanced deployment models include the following:

- For workgroups, balanced deployment delivers the right mix of desktop and network printers and/or MFPs.
- For departments, balanced deployment ensures effective utilization of printers, copiers, faxes and/or MFPs.


Balanced deployment and competition

HP views a company's deployment strategy choices as a continuum between maximum productivity and minimum cost. In the maximum productivity model, there's an all-in-one device on every employee's desktop. While more costly, this deployment strategy can be appropriate for employees such as consultants and law firm executives whose time is valuable. At the other end of the continuum is the minimum cost deployment model, which is based on a centralized deployment strategy using departmental MFPs. While this model does save the most money, and our suite of departmental MFPs work well in these environments, HP doesn't recommend this strategy because it tends to create employee dissatisfaction when employees have to walk a long distance or wait in a queue.

To achieve a balance between these two extremes, HP recommends a balanced deployment model that uses personal, workgroup and department class printers and MFPs with finishing capabilities.

This deployment model pleases users because faster speeds and more finishing capabilities are now closer to them. Both users and administrators are happy because this solution provides compatibility across the entire organization, and extends HP networking and remote management from low to high-end.


Balanced deployment vs. centralization



Printers
4.4:1

Copiers
25:1

Fax
10:1



MFP
25:1

MFP
25:1



Printing, copying, faxing
10:1

Typical deployment	
No. users	50
Page volume	98K pg/mo
Device utilization	10%
Monthly running cost	\$1,750
Hidden cost	Knowledge worker productivity impact

Minimum cost deployment	
No. users	50
Page volume	98K pg/mo
Device utilization	120%
Monthly running cost	\$1,484 (16% savings)
Hidden cost	Knowledge worker productivity impact

Balanced deployment	
No. users	50
Page volume	98K pg/mo
Device utilization	50%
Monthly running cost	\$1,540 (12% savings)
Hidden cost	Knowledge worker productivity impact

Balanced deployment strategy

The deployment scenarios you see on this page feature cost and productivity variables. HP recommends a balanced deployment that serves the same number of users and produces the same number of pages, but provides a number of important advantages, including faster printing, improved print quality, more media options and advanced paper handling devices.

A balanced deployment strategy can improve printing performance, reduce costs and dramatically increase device utilization for greater return on investment. It's an approach that balances cost and productivity while moving advanced functionality closer to users.

In a recent study, research firm IDC found that companies implementing a balanced deployment featuring MFPs lowered costs while improving productivity and workflow. Cost savings, which averaged **23 percent***, covered the following business functions:

Business function	Average Cost Savings*
IT support costs for print/copy/fax/scan user issues	40 percent
Cost of consumables	25 percent
Costs for print/copy/fax/scan repairs	20 percent
Costs to install and upgrade print/copy/fax/scan devices	10 percent
Reduced print/copy/fax/scan equipment costs	5 percent

* Study conducted by IDC. Average cost savings. Your savings may vary.

Source: Achieving a Balanced Imaging and Output Deployment: Planning and implementation guidelines. IDC, April 2004



General office		In-plant	Outsourcing
<p>Personal printers and all-in-one devices</p>	<p>Workgroup printers & multifunction products</p> <ul style="list-style-type: none"> • Mid-volume, office applications • Convenient finishing capabilities • Low acquisition cost • Small footprint 	<p>Departmental/production printers & multifunction products</p> <ul style="list-style-type: none"> • Large volume, special applications • Additional finishing capabilities • High input/output capacity • Low operating costs 	<p>Digital-publishing solutions</p>
Personal	Workgroup	Departmental	Publishing

← HP networking + manageability + communications + workflow →

Centralized imaging and printing environments minimize costs at the expense of personal productivity, whereas decentralized environments maximize productivity, but at great expense. Through its Total Print Management portfolio, HP helps companies achieve a balanced deployment environment that balances productivity and cost.

HP's Total Print Management (TPM) can optimize your entire imaging and printing network.

HP offers a complete, flexible solution—from do-it-yourself tools to fully outsourced services—to take control of your entire imaging and printing environment and begin saving.

Strategy development

- Assess cost-saving opportunities.
- Design benchmarks.
- Create implementation plans.

HP provides an ideal balance of products and services to right-size your imaging and printing network, increase worker productivity and reduce capital and consumable costs up to 20%.

Balanced deployment

- Right-size product solutions.
- Simplify financing methods.
- Develop effective worker skill-sets.

HP gives you the software tools and expertise to simplify the management of your infrastructure, eliminate administrative hassles and reduce indirect costs up to 50%.

Optimized management

- Streamline imaging and printing network operations.
- Enhance support services.
- Manage performance metrics.

HP Web Jetadmin, the industry's most used network management solution, is just one example of HP's innovative approach to network management. But HP can also consult with you to develop a unique, customized solution that can easily and proactively manage all of your imaging and printing assets through a single web browser.

HP's Total Print Management family of hardware, software and services can increase productivity and reduce the total cost of your imaging and printing environment up to 30% annually.

Customizable services and solutions. HP can reduce TCO through a comprehensive array of customizable imaging and printing services and solutions. The assessment, acquisition, management and optimization services available from HP Managed Services for Imaging and Printing can help you improve productivity and maintain the highest levels of end-user uptime while saving you money.

Have you considered HP Pay per use Services? For one affordable, predictable monthly payment, HP Pay per use Services will provide everything your company needs for reliable printing—from hardware to print cartridge reordering and support to education and environmental assessment to management and deployment—all based on your payment needs.

“Electronic document storage is saving us money and increasing our efficiency. It’s certainly far easier to access a file on the network than it is to locate a file in off-site storage. And there’s no question—hard-disk space is a lot less expensive than physical storage space.” Diane Stewart, Systems Administrator, Balukoff Lindstrom & Co.

HP presents a wide range of MFPs to accommodate the unique needs of each organization, workgroup and office setting. Each unit is designed to deliver convenience, powerful performance, productivity and value.

HP offers a broad, versatile MFP lineup to meet every need.

From personal devices to color, black-and-white and large-format models, HP delivers a broad lineup of MFPs. A wide range of output speeds and feature sets makes it easy for you to select the functions and performance that best suit the business needs of specific departments, workgroups and individual users.

New HP multifunction, volume and color printing solutions

HP has added three new MFPs to their multifunction offerings—the HP LaserJet 4345mfp, the HP LaserJet 9040/9050mfp series, and the HP Color LaserJet 9500mfp.

The **HP LaserJet 4345mfp** is a breakthrough alternative to mainstream copiers because it delivers similar performance—up to 45 pages per minute—at a third of the cost of comparable devices. It consolidates everyday features customers need (printing, copying, scanning and faxing) in a device small enough for the desktop, making it ideal for businesses with limited floor space. Built on the industry-leading HP LaserJet technology, networking and management capabilities, including HP Web Jetadmin, the HP LaserJet 4345mfp is an ideal printing and copying solution for nearly every office environment.

The **HP LaserJet 9040/9050mfp series** includes key features such as high-resolution prints and copies at 40 and 50 ppm, respectively, making it ideal for large workgroups that require efficient workflow with worry-free reliability. These high-performance units boost productivity with printing, copying, faxing and digital sending in one device. With a range of finishing choices including a new 8-bin mailbox, 3,000-sheet stacker, 3,000-sheet stapler/stacker, and multifunction finisher for booklets, you can produce complex documents in-house, to save time and cut costs.

The **HP Color LaserJet 9500mfp**—designed especially for demanding networked workgroups and departments—provides color printing, copying, scanning, scan-to-email, analog faxing and document finishing within a single device. This multifunction device produces basic business documents and complex marketing materials at full engine speed—up to 24 pages per minute (ppm) in color or monochrome, single-sided or double-sided on a variety of paper sizes and types.

And like every HP LaserJet, these multifunction devices are supported by an excellent network-management suite, third-party applications, packaged solutions, HP service and support and, of course, HP LaserJet compatibility.

Low acquisition cost + small footprint + single cartridge

Personal
1–5 users
<2K pages/month

For offices that need basic functionality for professional quality results



HP LaserJet 3300mfp Series

The HP LaserJet 3300mfp Series gives personal users and workgroups true business-quality monochrome printing, faxing, scanning and up to legal-size copying. The automatic document feeder (ADF) combined with the legal-size, flatbed document glass enables copying from just about any kind of original as well as unattended scanning and copying.



HP Officejet Family

The HP Officejet Family gives personal users fast printing, faxing and copying and outstanding scanning, all in color and all from one compact, integrated product with easy-to-use functions designed to work together.

Workgroups
5–20 users
2K–10K pages/month

For offices willing to pay more than basic models for faster speeds and enhanced productivity features



HP LaserJet 4345mfp series

Maximize productivity—get print, copy, scan to e-mail, analog fax, and document finishing functions from one easy-to-use device. With black-and-white printing and copying at up to 45 pages per minute (ppm) letter, the MFP delivers fast, impressive results. The 50 sheet automatic document feeder (ADF) effortlessly processes two-sided documents, enabling unattended copying and scanning and eliminating the need to manually feed originals.



HP LaserJet 4100mfp/4101mfp

Reliable, efficient printing, copying, color scanning, faxing (optional on 4100mfp) and digital sending capabilities that increase productivity, save space and reduce costs for workgroups. Uses the power of the Internet to increase uptime and improve business productivity with industry-leading connectivity, remote management and proactive alerts along with the ability to turn paper into e-mail.



HP 9100 Series

A complete small business solution, the HP Officejet 9100 Series has it all: fast, robust performance; an embedded web server for simplified network management; two-sided printing; and all the growing benefits of digital sending. It's also the only HP Officejet to have separate ink cartridges, meaning you replace only the ink you use!

Mid-volume departments
20–80 users
10K–30K pages/month

For intensive printing environments that need color scanning and digital sending capabilities



HP LaserJet 9040/9050mfp series

Simplify your business processes with printing, copying, digital sending, and faxing in one high-performance device. A dual scanning head and automatic document feeder provide easy, straight-through, two-sided copying and scanning. The color scanner delivers 600 by 600 dpi resolution for high image quality. A wide variety of paper-handling capabilities, including an input capacity of up to 3,100-sheets, enables fast, flexible printing and supports custom paper sizes up to 12.3 by 18.5 in. With a range of finishing choices including a new 8-bin mailbox, 3,000-sheet stacker, 3,000-sheet stapler/stacker, and multifunction finisher for booklets, you can produce complex documents in-house, to save time and cut costs.



HP Color LaserJet 9500mfp

With color printing, copying, scanning-to-email, analog black-and-white faxing, and document finishing standard in one device, the HP Color LaserJet 9500mfp improves the efficiency and productivity of demanding workgroups and departments. Produce basic business documents and complex marketing materials at full engine speed—up to 24 pages per minute (ppm) in color or monochrome, single-sided or double-sided on a variety of paper sizes and types. Image enhancement technologies, including edge improvements, adaptive halftoning, and trapping, allow this multifunction device to deliver general office and high-value documents with consistent, superior color.

Low operational cost + large footprint + 2-part toner

High-volume departments
40–100 users
20K–80K pages/month

For copy intensive environments that need advanced paper input and output options, such as 4,000-sheet input tray, hole punch and cover inserter

A business-tailored office solution offering high-quality printing, copying, scanning and finishing options, the HP LaserJet 9055mfp and HP LaserJet 9065mfp are cost-effective and easily handle a variety of document management needs.



HP LaserJet 9055mfp

Features black and white printing at up to 55 ppm, black and white copying at up to 55 cpm, black and white scanning and advanced finishing.



HP LaserJet 9065mfp

Features black and white printing at up to 65 ppm, black and white copying at up to 65 cpm, black and white scanning and advanced finishing.

Production & special apps
Reprographics
60K–120K pages/month

For copy-centric, high-volume production environments that need advanced in-line document finishing



HP 9085mfp

The HP 9085mfp offers cost-effective finished document creation for your business high-volume production environment. Fast and versatile printing and copying at 85 letter-size pages per minute, with 128 MB memory (expandable to 896 MB).

For large-format printing, copying and scanning capabilities



HP color 9850mfp

The HP color 9850mfp is a reliable, network-ready multifunction product for demanding color document production environments. Supports media up to A3 oversized (13 x 19 in) and heavy stock up to 209 g/m² (110 lb) in all trays or 256 g/m² (140 lb) in the HCl and multipurpose bypass trays.

Now you can slash costs and improve productivity by consolidating document production with a single versatile device.

In business, profitability begins with productivity. And that's what multifunction products are all about. Innovations in digital technology and the always-on Internet have paved the way for a new office appliance that consolidates all the essential document production functions, including printing, copying and scanning. In fact, HP MFPs can often accomplish those tasks better, faster and more economically than single-function products.

Benefits range from infrastructure savings to improved quality and reliability. HP MFPs also bring production capabilities closer to the user while enabling high-speed scanning and digital sending solutions for quicker, more efficient distribution.

HP MFPs come in a wide range of models to meet the needs of small businesses as well as corporate environments. By seamlessly integrating with your network environment, state-of-the-art MFPs can provide your business with superior value over a long period of time, thanks to their feature-rich functionality, unprecedented efficiency and overall cost-effectiveness.

HP Digital Sending Software, HP Autostore and HP Services and Support—strengthening the power of an HP MFP

HP Digital Sending Software and HP AutoStore

Thanks to HP Digital Sending Software (DSS) and HP AutoStore, an HP MFP can increase productivity even more, by providing the ability to digitally and securely send to e-mail, network folders, LAN fax and various back-end applications.

Customers can improve core business processes and streamline critical business document handling with HP Digital Sending Software 4.0. Because it integrates with existing IT infrastructures, customers can maximize return, mitigate risk and reduce business costs.

HP DSS 4.0 is the link you need between your HP multifunction and stand-alone digital sending devices and electronic distribution and storage—the key to a streamlined document capture-process-route system. The software integrates paper-based documents quickly into existing electronic workflows, so your documents are processed sooner, become more flexible, and remain more readily available.

Utilize your company's existing LDAP or NTLM, Novell, or Kerberos network security to verify user identity. You can also allow access at the supported send-to destination, and authentication can be used to limit and track usage by device. Before documents are scanned, the software

confirms that the indexing data entered is correct. This acts as a safeguard to ensure that documents get sent where they're intended to go. Enhanced security features allow the device hard drive to be wiped clean after transmission, providing the utmost protection for your sensitive information.

From supported HP digital sending devices⁴, digitized information can be sent quickly and securely to network folders, printers, and fax services, improving productivity, and reducing the costs of sharing and storing information on an organization-wide basis.

HP Autostore

With an HP MFP as the on-ramp device, use HP AutoStore to re-engineer manual document workflows for optimum organization-wide productivity.

Automatically share data elements and files with back-end applications, including databases, document management infrastructures and content management applications.

HP Services

In the robust printing and imaging environments where high-end MFPs are typically deployed, HP can deliver the high-availability support and service levels needed to keep your organization running smoothly.

These service offerings can include an account-assigned technician, committed to returning calls for service within one hour of the time the call is placed. A customer engineer can respond to calls with an onsite visit within four hours and resolve most issues on the first visit. Your service provider will carry the most frequently used replacement parts at all times, to help ensure the high availability you rely on.

The full portfolio of HP Services is a comprehensive array of customizable imaging and printing solutions. Options include:

- High-availability support
- Onsite services
- Hardware installation
- Network configuration
- Output server management services, job management and infrastructure management services
- Assessment services
- Acquisitions services
- Optimization services

³Requires LAN fax software.

⁴HP Digital Sending Software 4.0 is compatible with the following products: HP Color LaserJet 9500mfp (C8549A), HP LaserJet 9040mfp (Q3726A) and 9050 mfp (Q3728A), and HP 9200c Digital Sender (Q5916A). HP DSS 4.0 is backward compatible with the HP LaserJet 4100mfp and 9000mfp for authentication and LAN/Internet fax support only.

For more information on HP MFPs and to learn about special offers and promotions, visit www.hp.com/go/mfp38

HP recommends Microsoft® Windows® XP Professional for mobile computing.

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