

A photograph of two men in business attire. One man, younger with dark hair, is wearing a dark suit, a light blue shirt, and a green tie. He is looking down and slightly to the left. The other man, older with grey hair and glasses, is wearing a grey suit jacket and is seen from the back/side, looking towards the younger man. The background is a solid red color. The letters 'hp' are overlaid in white, with the 'h' being large and the 'p' being smaller and positioned below it.

hp

Reduce costs, increase productivity,  
and improve workflows with  
multifunction products.



## New multifunction technology can help your organization control unmanaged costs and improve productivity.

Through the 1990s innovation and creative pricing models fueled the acquisition of office technology – especially printers and copiers. A booming economy and healthy corporate bottom lines provided little incentive for IT administrators or facilities managers to invest in efficient and effective devices to meet user needs. Consequently, the population of printers and copiers grew — reducing utilization rates and increasing service and support costs. According to InfoTrends/CAP Ventures, imaging and printing vendors report the average utilization rate for most office equipment is somewhere between 2% and 6%<sup>1</sup> — not a very good return on the technology investment.

Over the last few years a more competitive business climate has forced organizations to look for areas where costs can be cut without jeopardizing efficiency. The hardcopy environment is a logical candidate for change. IDC reports enterprises spend 1% to 5% of their annual revenues on document production, distribution, storage, retrieval and repurposing.<sup>2</sup> To put that in context, documents could cost a business with annual revenues of \$10 million as much as half a million each year. It would be money well spent if that investment actually yielded business value, but unfortunately the research also suggests organizations could be spending their dollars much more carefully and achieve cost savings of 13% to 40% and increase productivity through effective fleet management.<sup>2</sup>

## Multifunction products represent an opportunity for change.

Older devices dominate most corporate hardcopy environments. Many are analog and, according to InfoTrends/CAP Ventures, more than half are not network connected.<sup>1</sup>

These devices limit productivity, drive up hardcopy costs, and demand a disproportionate amount of IT staff time and resources because they:

- Require parts and supplies that may become difficult to find
- Often require IT support to physically dispatch a technician to troubleshoot devices
- Are generally subject to more downtime
- May lack the printing, processing speed, and memory to support current workflow and application demands
- Can lack advanced paper-handling and document-finishing capabilities
- Frequently are not connected to the network
- May lack the ability to be remotely and proactively managed in batches

## MFPs reduce costs and improve worker productivity.

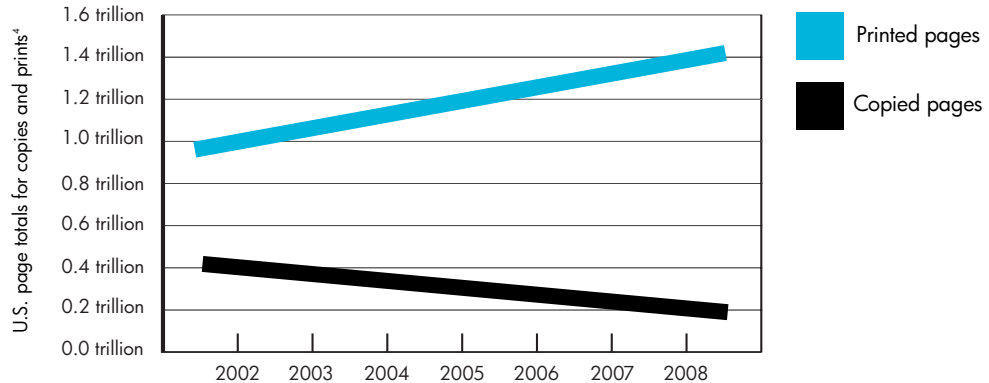
Multifunction products (MFPs) combine the capabilities of a printer, copier, and fax machine — some vendors also include a scanner — in one network-enabled, digital device. Workgroup and department models usually offer extensive paper-handling and document-finishing capabilities.

Benefits of MFPs may include:

- Fewer consumables to manage, purchase, store, and replace
- Fewer devices to service and support

## PEOPLE PRINT FAR MORE PAGES THAN THEY COPY

MFPs must perform all tasks well, but excellent printer functionality is especially important when you consider the number of printed pages continues to grow rapidly while copied pages are declining.<sup>4</sup>



- Reduced physical-space requirements
- Remote-management capabilities
- Digital-sending and content-management capabilities that help optimize workflows

MFP platforms are generally based on either printer engines or copiers and their functionality can reflect a vendor's bias, so you may want to keep in mind that users may likely print more pages than they will copy.

### MFPs are well suited to user requirements and workflow demands.

Until recently businesses had to print, copy, and then physically distribute information — a time-consuming and relatively expensive process. Today, digitized documents are distributed over a network and printed locally, and because most business documents are only 1-3 pages long, users may print multiple originals rather than make copies.<sup>5</sup>

The increase in digitized documents and the need to bring paper into business-process workflows have led to a decrease in the use of copiers and fax machines. At the same time printing and scanning have increased. Combining high- and low-use functions in a single device ensures maximum utilization while providing all the capabilities users need to be their productive best.

An IDC imaging and output ROI study found that networked MFPs can have a significant impact on employee productivity:

- 86% of the organizations surveyed experienced fewer printer-related help-desk calls
- 71% claimed device availability increased
- 71% reported better document workflows and smoother business operations<sup>3</sup>

### MFPs unite digital and paper worlds.

While more businesses are moving toward an all-digital document lifecycle, for the majority, paper continues to play an important role in most business processes.<sup>6</sup> With their all-encompassing capabilities, MFPs can help businesses stuck between paper and digital worlds create seamless workflows. For example, using digital-sending functions, paper documents can be emailed, faxed, or digitally captured and incorporated into business-process workflows simply and easily.

MFPs are an excellent choice if your organization wants to:

- Reduce hardcopy costs
- Upgrade older single-function devices
- Decrease the number of hardcopy devices
- Move to a digital document-management system
- Manage all hardcopy devices over the network
- Standardize on a single printer or copier hardware vendor or service provider

### HP delivers a legacy of practical innovation at work.

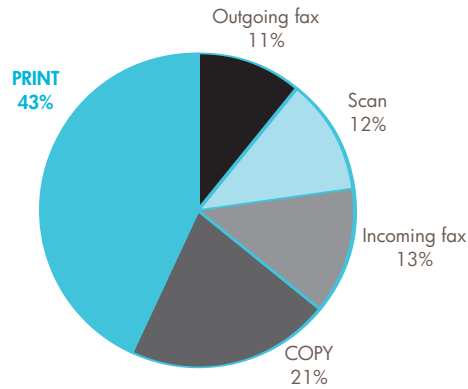
When choosing a multifunction product, remember that printing may likely be the function in greatest demand. So it follows you would want an MFP built on a printer platform that can deliver exceptional print quality, performance, manageability, ease of use, compatibility and reliability — the very attributes you've come to expect from HP printers.

The HP name is synonymous with innovation in imaging and printing. From the introduction of the first HP LaserJet printer in the 1980s to today, HP has repeatedly set the standard for print quality, performance, manageability, and reliability in business printing. Not surprisingly, HP is

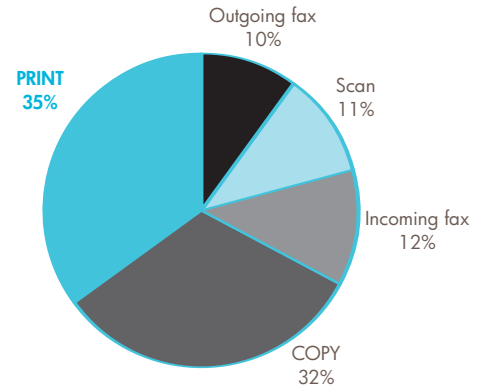
**EVEN USERS OF COPIER-BASED MFPS MAKE MORE PRINTS THAN COPIES**

Printing accounts for the majority of multifunction-product usage — even on copier-based MFPS — a fact you might want to keep in mind if you’re considering devices based on copier engines.<sup>4</sup>

Percentage of b/w jobs — **PRINTER-based MFPS**<sup>4</sup>



Percentage of b/w jobs — **COPIER-based MFPS**<sup>4</sup>



the only printing and imaging vendor to receive a coveted “A” rating or better in PC Magazine’s annual Reader Satisfaction Survey for 12 consecutive years.

**HP LaserJet and Color LaserJet MFPS are in a class by themselves.**

The extensive line of HP multifunction products allows you to choose the feature set and price that best satisfy user demands and budget parameters. From personal to production capacity, color to black and white, HP has the MFP that will work best for your business.

Although features may vary, advantages of HP MFPS may include:

- Built on the HP LaserJet printer platform
- Offer legendary reliability and come standard with one-year next-business-day onsite warranties
- Come standard with scan-to-email functionality and color scanning — even on the black-and-white models
- Produce exceptional print quality at full engine speed throughout the life of the device<sup>7</sup>
- Feature simple and intuitive operation, including consistent control panels and driver interfaces
- Offer industry-leading network connectivity for easy and fast network set-up
- Print driver compatibility to facilitate easy integration with your existing HP printer fleet
- Support HP Web Jetadmin for remote setup, configuration, management, and troubleshooting via a standard Web browser

**HP is the vendor of choice for all your hardcopy needs.**

As a global leader in technology solutions, HP applies innovation and resources to solve workplace challenges so businesses are better able to compete and win in a changing world. HP multifunction products are the latest example of HP ideas at work. Not only will HP MFPS reduce costs and increase efficiency today, but through software, hardware, service and support options, HP can continue to protect your technology investment well into the future. Multiple benefits. One partner: HP.

- 1 “Organizations are Ready to Tackle Document Output Costs in the Office,” InfoTrends/CAP Ventures, December 2004.
- 2 “ROI Focus Shifts to Imaging and Output Infrastructure,” IDC, January 2004.
- 3 “Achieving a Balanced Imaging and Output Deployment: Planning and Implementation Guidelines,” IDC, April 2004.
- 4 “The Future of the Office Document,” InfoTrends/CAP Ventures, January 2005.
- 5 According to IDC, 67% of office output is “short” documents averaging 1-3 pages in length.
- 6 “Cutting Costs and Maximizing the Return on Your Imaging and Output Assets,” IDC, August 2005, reveals the scan-to feature on some MFPS is an effective way to bring documents into digital workflows, and that 30% of organizations surveyed said their overall scanning volumes within the next year will be “high” — a 36% jump from 22% today.
- 7 Proper maintenance required.



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