

Why HP MFPs for small and medium business?



Change is inevitable. HP MFPs give you the tools you need to thrive in the midst of it.

Whether it's a business of 10 or 10,000 employees, success is measured in terms of productivity, efficiency, and return on information technology investment. Businesses today may find it challenging to match the productivity gains achieved during the past two decades through the introduction of hardware and software technologies. However, smart organizations can ratchet up productivity and increase efficiency in response to change by investing in — and strategically deploying — the right technologies. HP is well equipped to help businesses large and small hone their competitive edge.

HP innovation has always focused on providing ready access to reliable, easy-to-use tools designed around how people work. Laser and inkjet printing, network connectivity, the distributed printer model, and device management are examples of HP's success. HP multifunction products simply are the latest iteration of that time-honored tradition.

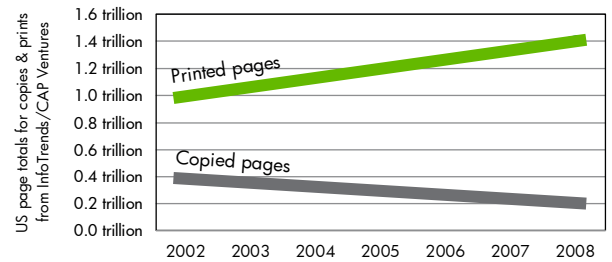
HP multifunction products are a real plus for small and medium-sized businesses.

For small businesses and medium-sized businesses that demand more for less, HP multifunction products are a perfect solution. Combining printing, copying, faxing, scanning and digital sending in one reliable, easy-to-use device can give businesses improved performance and greater availability while reducing service and support costs. Say "farewell" to those costly copier contracts and that vast inventory of miscellaneous spare parts. Moreover, HP's practical networking know-how can help make information sharing and remote management easy, saving both time and money. What a plus.

HP printing and reliability take top marks.

Research indicates businesses are printing more and copying relatively fewer pages. So if your business is like most and printing is what you do the most of, it makes sense to go with a manufacturer that excels at printing when considering a multifunction product.

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.

Boost productivity and reduce upkeep with HP.

Do the vendor's MFPs offer...	HP	Canon	Dell	Lexmark	Ricoh	Xerox
Integrated print cartridges across entire workgroup line?	✓	⊗	⊗	⊗	⊗	⊗
Instant-on fusers across entire workgroup line?	✓	✓	⊗	⊗	⊗	⊗
Color scanning across entire line standard?	✓	⊗	✓	⊗	⊗	⊗
Send-to-email across entire line standard?	✓	⊗	✓	⊗	⊗	⊗
A Universal Print Driver?	✓	⊗	⊗	⊗	⊗	⊗
The ability to disable color by application?	✓	⊗	⊗	⊗	⊗	⊗

HP is globally recognized for excellence in business printing. With HP MFPs, you can expect exceptional print quality, proven real-world performance, flexible paper handling, and advanced network management. And when it comes to reliability, many may compete for the top honor, but according to PC Magazine only one manufacturer — HP — consistently makes the grade year after year. HP is the only printing and imaging vendor that has earned a coveted Reader's Choice award in PC Magazine's annual Reader Satisfaction Survey for 14 consecutive years.



Top that off with best-in-class copying capabilities, industry-leading digital sending, support for analog and LAN faxing, a high level of security, comprehensive color access control, and proven ease of use and you've got the industry's leading array of MFPs for the office.

HP MFPs are the perfect personal, workgroup, department, or production solution.

Simply put, HP's extensive line of virtually maintenance-free multifunction products allows you to pick and choose the feature set that best meets the needs of users. Do you need speed? Color printing and copying? Digital sending? Advanced paper handling and document finishing? From personal to production capacity, whatever the needs, HP has the MFPs that work best for your business — and all of them come standard with a one-year next-business-day onsite limited warranty. They also all come standard with send-to-email functionality and color scanning — even on the black-and-white ones.

Forget copier companies and those complex service agreements. HP can provide you with the exact capabilities you need and ensure your devices are up and available when you need them under terms that support your business strategy, not the manufacturer's.

Top-notch usability and integration minimize headaches for IT and end-users alike.

For businesses that already enjoy the benefits of HP LaserJet printing, HP multifunction products offer a seamless continuation of that product experience. This is a significant advantage because it means users can access product capabilities sooner and easier without requiring extensive training — a real boon to productivity. The same benefits apply to IT, as well.

HP MFPs connect to the network and can be easily integrated into an existing HP Web Jetadmin-based management scenario that includes batch configuration, automated driver updates, an extensive array of configurable alerts, and a Universal Print Driver that lets you deploy just one driver for your entire imaging and printing environment. Standardizing on one brand is a great IT strategy for reducing service and support costs — a significant part of total cost of ownership.

HP delivers a strategy for ensuring a high return on your technology investment.

Knowing where to deploy your MFPs is almost as important as choosing the right feature set. After decades of working with organizations to optimize their printing and imaging environments, HP has developed a deployment strategy that balances cost, savings, and productivity. Called balanced deployment, this strategy guides organizations in selecting and deploying the right printing and imaging technology in the right places to assure maximum user productivity and device utilization.

As you can see, there are multiple reasons for choosing HP multifunction products.

To thrive in an increasingly competitive climate, a business has to be able to adapt to change simply and easily. To do that, you need to partner with a technology solution provider that has a reputation for turning innovative thinking into products and services that truly work for business. HP multifunction products offer the capacity to increase user productivity and improve workflow efficiency. When deployed according to HP's balanced-deployment strategy, you've got cost savings on top of the flexibility you need to stay ahead. Multiple benefits. One partner: HP.

Personal/shared 1-5 users <2K pages/month	Workgroups 5-20 users 2K-10K pages/month	Departments 20-100 users 10K-80K pages/month	Production & special applications Reprographics
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HP LaserJet 3000 All-in-One series



HP LaserJet 4345mfp



HP LaserJet 9040mfp



HP Designjet 820mfp



HP Color LaserJet 2800 All-in-One series



HP Color LaserJet 4730mfp



HP LaserJet 9050mfp



HP Designjet 4500mfp



HP OfficeJet series



HP Color LaserJet 9500mfp



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