



HP MFPs help organizations thrive in the midst of change.

A strategy guide for decision makers



“HP MFPs feature color scanning—even the black-and-white models—and most HP MFPs ship with industry-leading send-to-e-mail functionality in the box, whereas it’s an expensive option on many competing devices.”

## Compete to win.

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 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 can produce a decisive business advantage, as well.

## 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. Multi-function products—MFPs—are a case in point.

Combining printing, copying, faxing, scanning and digital sending (scan to e-mail, folder, etc.) in a single device, HP MFPs give 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, MFPs allow your organization to integrate 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.<sup>1</sup> Plus MFPs can reduce help desk costs if your vendor of choice offers capabilities like remote management and discovery and

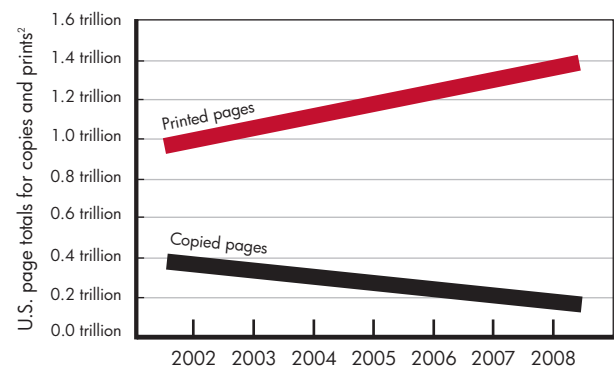
solutions like a full-featured universal print driver. In short, MFPs are a valuable addition to any imaging and printing strategy designed to deliver more for less.

While their value is unquestionable, it is important that IT and FM work together to develop a coordinated output strategy to achieve optimum cost savings and productivity boosts. Plus you should also keep in mind not all MFPs are created equal.

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

When choosing an MFP, keep in mind which function may likely be in greatest demand. Research indicates businesses are printing more and copying fewer pages,<sup>2</sup> so it follows you would want an MFP built on a printer platform that can deliver exceptional print quality, performance, manageability and reliability.

### Users 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>2</sup>

**The HP MFP portfolio boasts a breadth of products.**

**Personal/shared**  
1-5 users  
<2K pages/month<sup>3</sup>

HP LaserJet 3000  
All-in-One series



HP Color LaserJet 2800  
All-in-One series



HP OfficeJet series



**Workgroups**  
5-20 users  
2K-10K pages/month<sup>3</sup>

HP LaserJet M3027 MFP



HP LaserJet M3035 MFP



HP LaserJet M4345 MFP



HP LaserJet M5025 MFP



HP LaserJet M5035 MFP



HP Color LaserJet 4730 MFP



**Departments**  
20-100 users  
10K-80K pages/month<sup>3</sup>

HP LaserJet 9040 MFP



HP LaserJet 9050 MFP



HP Color LaserJet 9500 MFP



**Production and special applications**  
Reprographics

HP Designjet 820 MFP



HP Designjet 4500 MFP



The HP name is synonymous with innovation in imaging and printing. From the introduction of the first LaserJet printer in the 1980s to today, HP has repeatedly set the standard for print quality, performance, manageability and reliability in business printing. Not surprising, HP is the only printing and imaging vendor to earn a coveted Reader's Choice award in PC Magazine's annual Reader Satisfaction Survey for 15 consecutive years.

**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. Do you need speed? Color printing and copying? Advanced digital sending or document capture? Advanced paper handling or document finishing? 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



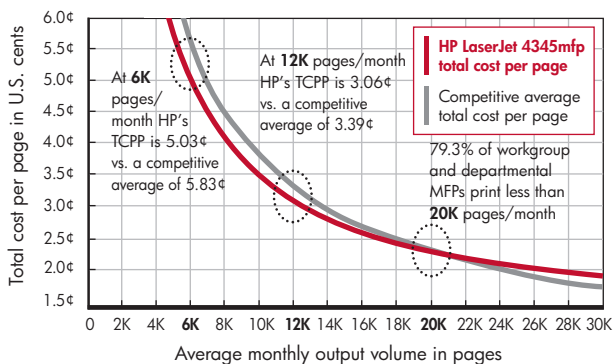
limited warranty. Plus all HP MFPs feature color scanning—even the black-and-white models—and most HP MFPs ship with industry-leading send-to-e-mail functionality in the box, whereas it's an expensive option on many competing devices.

HP MFPs can also be a great deal more affordable than their counterparts from copier vendors like Canon, Ricoh and Xerox—especially when you're making an apples-to-apples comparison, because functionality like walk-up faxing, finishing, scanning and even printing can be optional on competing devices. For instance, the HP LaserJet M4345 MFP can cost up to 80 percent less than a comparably configured Canon imageRUNNER 4570, Ricoh Aficio 3045 or Xerox WorkCentre 245.<sup>4</sup>

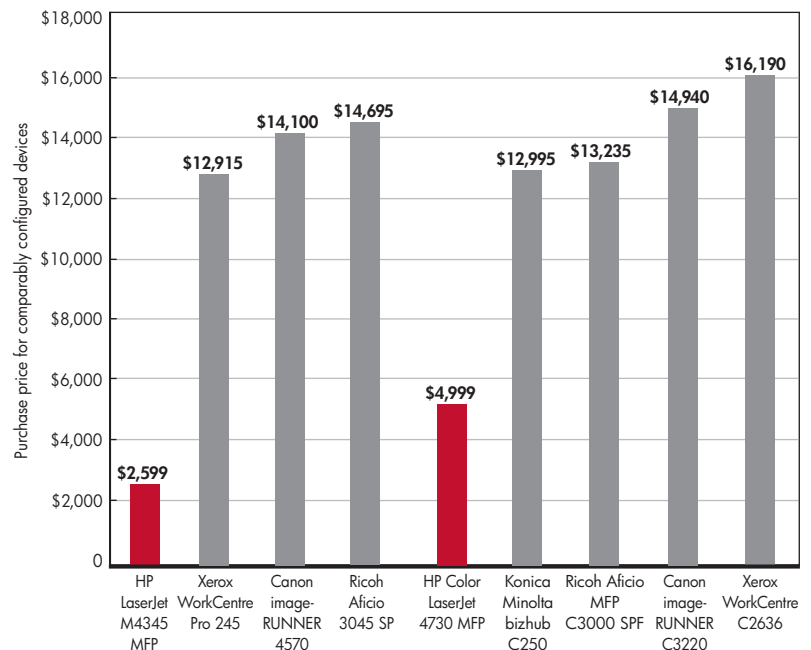
Likewise, the HP Color LaserJet 4730 MFP can cost 62 percent to 69 percent less than a comparably configured Canon imageRUNNER C3220, Konica Minolta bizhub C250, Ricoh Aficio MF C3000 SPF or Xerox WorkCentre Pro C2636.<sup>4</sup> Plus HP MFPs don't require complex service agreements with hidden fees and monthly minimums.

Furthermore, independent research reveals 79.3 percent of workgroup and departmental-class MFPs output fewer than 20,000 pages per month.<sup>5</sup> When you include hardware costs (amortized over three years), HP MFPs can offer lower total costs per page than competing devices below that threshold. So if you don't expect your average monthly volume for each MFP to exceed 20,000 pages, HP can deliver a significantly lower total cost per page.

### Enjoy a low total cost per page with HP LaserJet MFPs.



### HP MFPs deliver stellar functionality for less money.



## Get excellent control over color access with HP.<sup>6,10</sup>

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.



### HP MFPs are brilliantly simple to 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 supplies 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.

### Get fast real-world performance with HP MFPs.

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 power-save mode before competing devices even finish warming up.<sup>6</sup> Plus all color HP 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.<sup>7</sup>

### Get unparalleled, reliable print quality with HP MFPs.

Unlike most competing devices, virtually all HP LaserJet and Color LaserJet cartridges incorporate the imaging drum so users essentially refresh the entire imaging system every time they swap out toner, facilitating consistent print quality over the life of the device.<sup>8</sup> Furthermore, HP's innovative REt and ImageREt image-enhancement technology give LaserJet and Color LaserJet MFPs (and printers) advanced control over dot sizing and placement and enable adaptive half-toning, sharpening, simplified color mapping, auto-trapping, and automatic color-plane registration and color-density calibration that create stunning results page after page.

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

IT departments spend 15 percent of their time on printer-related issues.<sup>9</sup> 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.

With HP Web Jetadmin you can remotely install, configure, troubleshoot and manage all of your networked HP imaging and printing devices—and even many non-HP ones—via a standard web browser. Such features as configurable alerts, instant e-mail notification,

supplies alerts, services alerts and automated online supplies reordering allow IT to pre-empt the major causes of service interruption, providing greater uptime and availability. You can even use HP Web Jetadmin to manage security (i.e. lock down devices, create passwords for devices, etc.) across all your MFPs and printers. Plus, plug-ins are available to expand management capabilities as your needs evolve, and unlike such device-management utilities as Canon Web NetSpot and Ricoh SmartNetMonitor, HP Web Jetadmin easily integrates with enterprise-management tools like Tivoli, OpenView, Tiptools, and Unicenter.

## HP MFPs streamline processes and document workflows.

HP offers software that—when deployed in concert with LaserJet and Color LaserJet MFPs, ScanJet desktop scanners, or networked digital senders—yields a single-vendor solution for distributed capture that streamlines decentralized, paper-intensive business processes and workflows to enhance productivity, control costs and improve customer service:



### Boost productivity and reduce upkeep with HP.<sup>6</sup>

Does 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?	✓	⊗	✓	⊗	⊗	⊗
A universal print driver?	✓	⊗	⊗	⊗	⊗	✓
The ability to disable color by application?	✓	⊗	⊗	⊗	⊗	⊗

Other laudable HP management advantages include:

- **Comprehensive color access control** – You can leverage the power of color while preserving your budget, because HP's color access control capabilities, available on some HP devices, let you closely monitor color use, enable or disable color by individual users or groups or even applications, disable color printing and copying entirely until it's needed for special projects, and report costs back to specific clients, projects, workgroups or departments.<sup>10</sup>
- **Proven fleet-management capabilities** – With the HP Universal Print Driver, you can deploy just one driver for your entire imaging and printing environment, reducing IT interventions and removing the possibility of driver incompatibilities for users. HP Web Jetadmin helps you reduce fleet-management chores even further by letting you deploy pre-configured drivers, batch configure multiple devices at once, and configure LDAP settings and update alerts and firmware on multiple devices concurrently.
- **Management with enhanced security features** – In addition to supporting a wide range of industry standard and trusted security protocols, HP MFPs offer industry-leading technology that helps secure the device, transmitted digital content and output. More importantly for IT, HP has virtually removed complexity—the greatest obstacle to providing end-to-end security—by creating seamlessly integrated, easy-to-use solutions.

- **HP Digital Sending Software** – This server-based document-capture solution expands your HP MFPs' digital-sending capabilities by letting users scan to e-mail, network folders, LAN fax services like Captaris RightFax, printers and FTP sites. Plus HP DSS provides robust network authentication (LDAP, NTLM and Kerberos), as well as optical character recognition.
- **NSi AutoStore** – Another server-based solution, NSi AutoStore captures and routes images and data to nearly any third-party document-management or groupware repository, including Documentum, Microsoft® SharePoint and Hyland OnBase, among others. It also has extensive document-processing options, including OCR/ICR, image-enhancement and forms-automation capabilities. Plus NSi AutoStore can be configured to extract data from documents, as well as convert documents from TIFF and other formats into searchable PDFs.

“It is not the strongest of the species that survive, nor the most intelligent, but the one most responsive to change.”

Charles Darwin



## 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](http://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 web-based 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](http://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](http://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](http://www.hp.com/go/printingservices) for additional details.
- **HP Smart Printing Services** – Designed for small and medium business customers, HP Smart Printing Services includes hardware, service, supplies and support for an easy, level-pay plan. There are no minimums or escalators—you only pay for the supplies you actually use. This simple solution reduces costs, saves time and improves end-user productivity by helping eliminate device downtime via improved supplies and replacement-parts procurement and more consistent service levels. Furthermore, engaging HP Smart Printing Services doesn't require capital outlays or complicated contract negotiations—in just a few simple steps, you can select products, identify usage volumes, service levels, and determine length and type of commitment. HP Smart Printing Services are only available in the U.S. Visit: [www.hp.com/go/smartprinting](http://www.hp.com/go/smartprinting) for additional details.

- **HP Easy Printer Care** – PC-based device management software for organizations with 1-15 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/easyprinterare](http://www.hp.com/go/easyprinterare).
- **HP Universal Print Driver** – HP's innovative Universal Print Driver for Windows® lets you deploy one single driver for your entire imaging and printing environment. Both editions—one for HP postscript emulation and one for HP PCL5—give end-users wired and wireless (both WiFi and Bluetooth™) access to almost any networked or directly connected HP printer, reducing IT interventions and eliminating the possibility of driver incompatibilities for users. In addition, this free solution from HP can help reduce or eliminate the need to distribute new drivers when equipment is upgraded or scaled up, plus it allows IT tools like HP Managed Print Policies and HP Managed Printer Lists to more effectively manage access to imaging and printing devices. Canon, Dell, Lexmark, Okidata, Ricoh and Xerox do not offer a similar solution.
- **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](http://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/mfp38](http://www.hp.com/go/mfp38) for additional information about HP MFPs.

- 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](http://www.capv.com).
- 2 Based on "The Future of the Office Document," InfoTrends/CAP Ventures, January 2005.
- 3 The number of users and the page volumes provided are typical usage scenarios—the devices' actual monthly duty cycles are substantially greater.
- 4 Estimated street prices for comparably configured devices from [www.buyerslab.com](http://www.buyerslab.com) on August 7, 2006. Prices are in U.S. dollars. Actual prices may vary.
- 5 According to BEI Services (<http://www.beiservices.com>), 94 percent of 153,000 BEI segment-3 (workgroup) MFPs output fewer than 20,000 pages per month and 68 percent of 198,000 BEI segment-4 (department class) MFPs output fewer than 20,000 pages per month. The competitive average total cost per page is an average of TCPP data for the Canon imageRUNNER 4570, Ricoh Aficio 3045 SPF and Xerox WorkCentre Pro 245.
- 6 The competitive information in this table is based on HP internal testing.
- 7 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.
- 8 Proper maintenance required.
- 9 "Cutting Costs and Maximizing the Return on Your Imaging and Output Assets," IDC, August 2005.
- 10 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: <http://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: <http://www.hp.com/go/webjetadmin> for additional details.

To learn more, visit: [www.hp.com](http://www.hp.com)

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