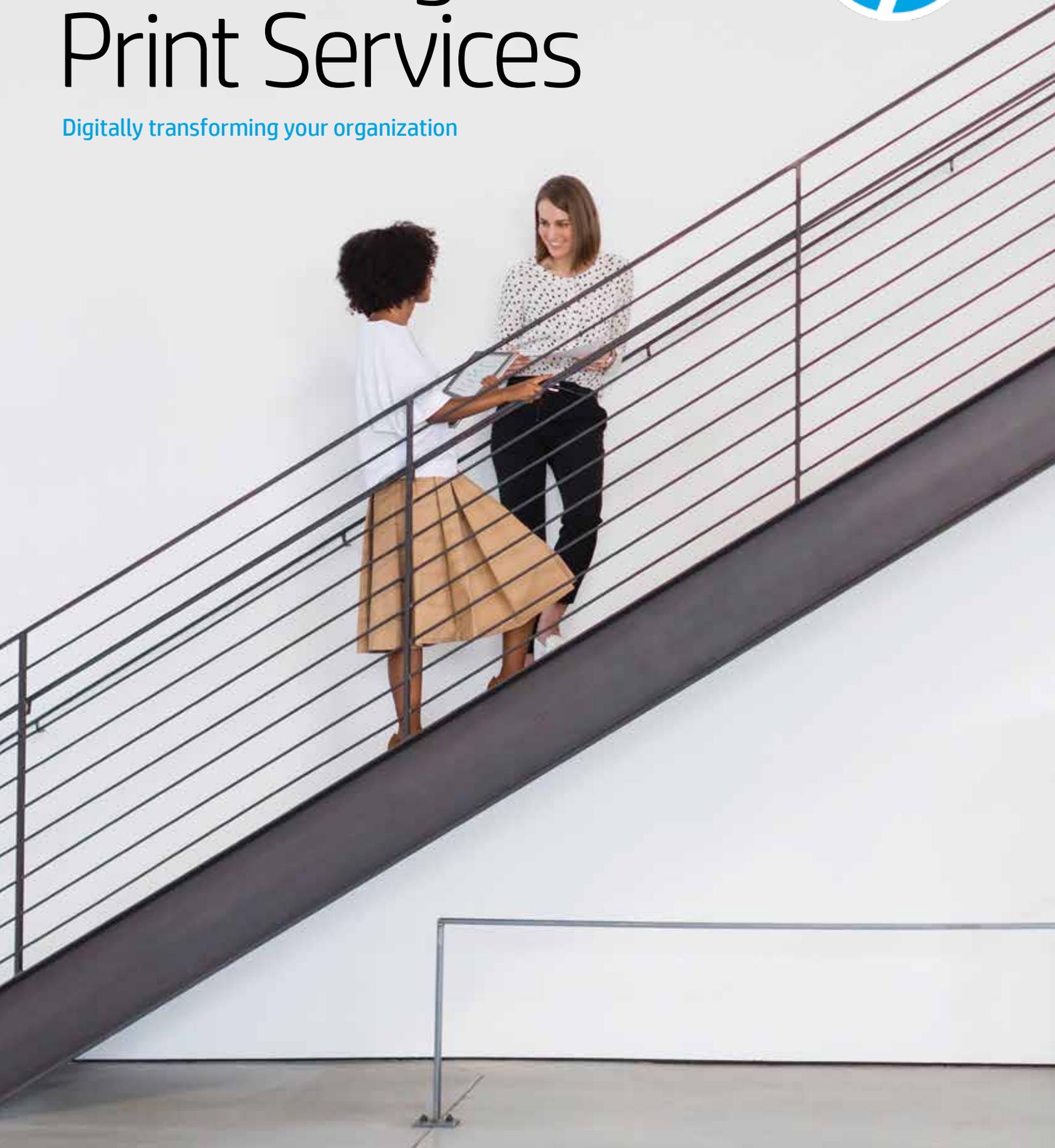
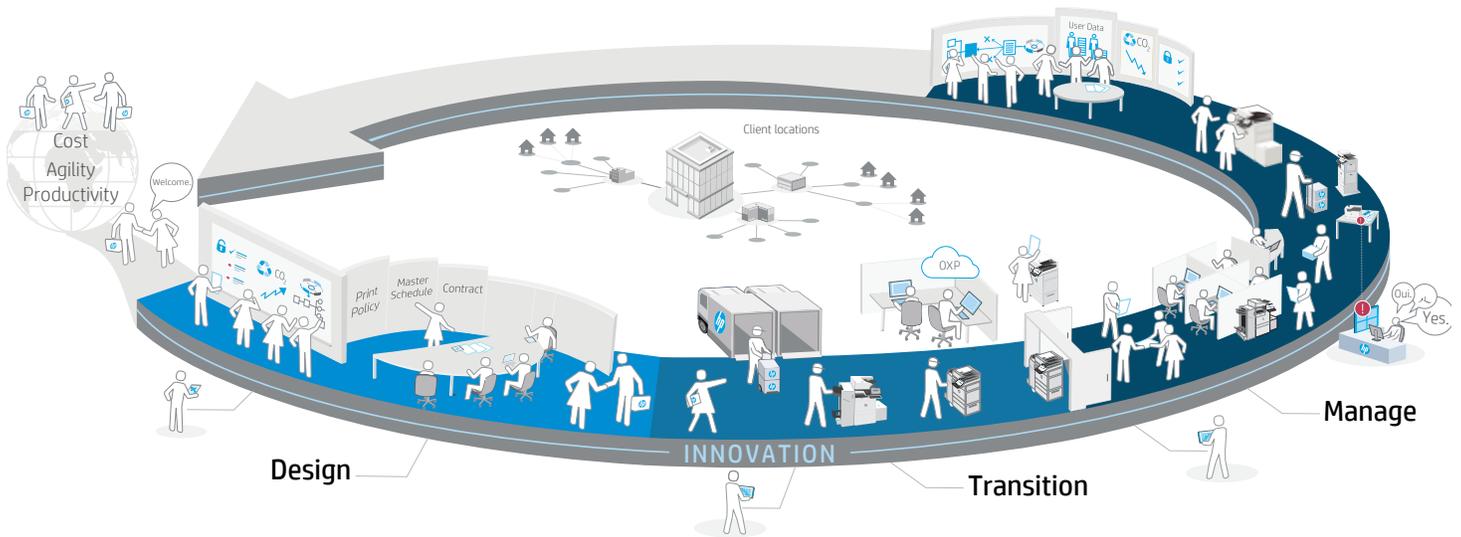


Brochure

# HP Managed Print Services

Digitally transforming your organization





**What if you could...**

Reduce costs by gaining visibility and control over your printing technology, assets, and supplies?

Improve agility by freeing up time for IT and end users to focus on and invest in customers?

Increase productivity and accelerate business results with enhanced document workflows?

## Bringing insights into and control over the print environment to enterprise and public organizations

HP Managed Print Services (MPS) is a suite of scalable and flexible solutions for office and production printing environments that help organizations productively and profitably manage paper and digital document workflows. By combining hardware, supplies, solutions, and services all under a multiyear contract, HP MPS helps transform unmanaged data into intelligent information that can be captured, connected, and communicated while advancing your organization’s environmental, security, and mobility goals.

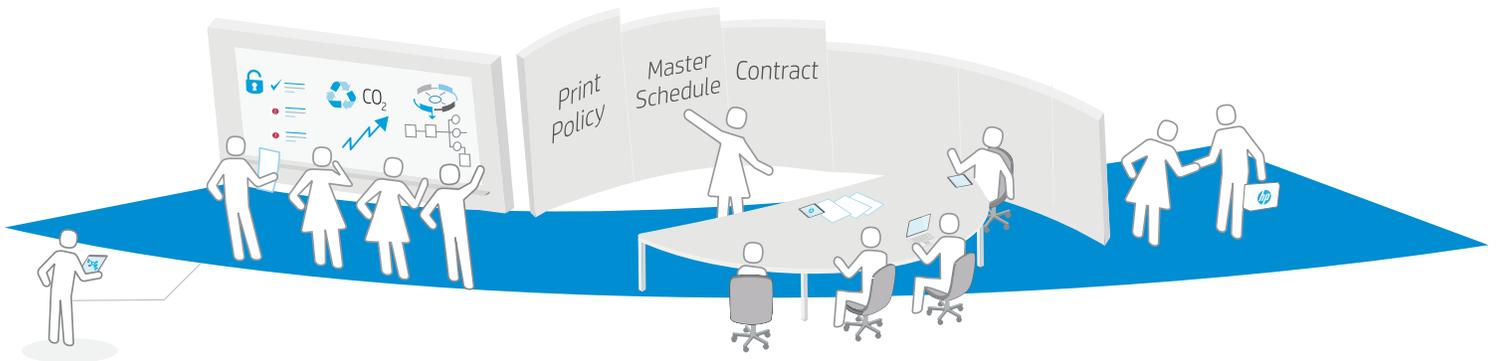
Managing the flow of information and documents in your organization is a smart place to begin investing. Regardless of your industry—manufacturing, technology, financial services, retail, insurance, government, education, healthcare—gaining control of your imaging and printing environment and capitalizing on improved document-intensive processes allow you to address key business or organizational priorities.

As you consider investing in business process improvements, remember that today’s intelligent imaging and printing devices are full clients on the network. Ask yourself how vendors like HP can help you define a multiyear strategy and approach to get the best return on your investments. And don’t simply ask about the value of different options—the “what” and the “why.” Ask about the “how,” too—the strategy and approach for getting you more value for your money.

## How we do it: the HP MPS approach to maximize the value of your investments

To be successful, your improvement journey benefits from a consultative partnership with a provider that can see and deliver on the big picture. HP MPS offers a technology-based, client-oriented consultative approach built on the premise that imaging and printing are an integral part of your IT strategy and architecture. We recognize the importance of incremental and continuous improvements that allow you to respond to change. And we can help support your requirements on a global basis, wherever you or your employees do business—corporate headquarters, branch offices, on the road, or at home.

## Stage 1 Design



### The HP MPS approach

HP's comprehensive approach to MPS is delivered through flexible, modular service offerings that are organized into three stages: Design, Transition, and Manage.

We allow you to select the level of involvement that's right for you—you can manage key components of MPS in-house, outsource some areas completely to HP, and take a co-management approach in other areas—whatever works best with your budget and resources.

#### Stage 1 Design

#### Stage 2 Transition

#### Stage 3 Manage

## A blueprint for building outcomes you want, based on your business

In the Design stage of HP MPS, we'll work with you to create a blueprint for building the outcomes you want, based on a detailed understanding of your business. HP listens first, so we know where you're coming from and what goals you want to achieve—simple, complex, or somewhere in between. It all happens through collaboration with your team, along with assessing your fleet, print volumes, and user needs. The result is a customized plan selected from HP's modular and scalable set of services—all tailored to you.

### Workshops

Collaborative workshops create an opportunity for us to gain consensus on what your critical issues and business priorities are and develop a plan/road map for achieving your goals over time. We have a wide range of workshop types designed to meet your specific needs.

Service modules include:

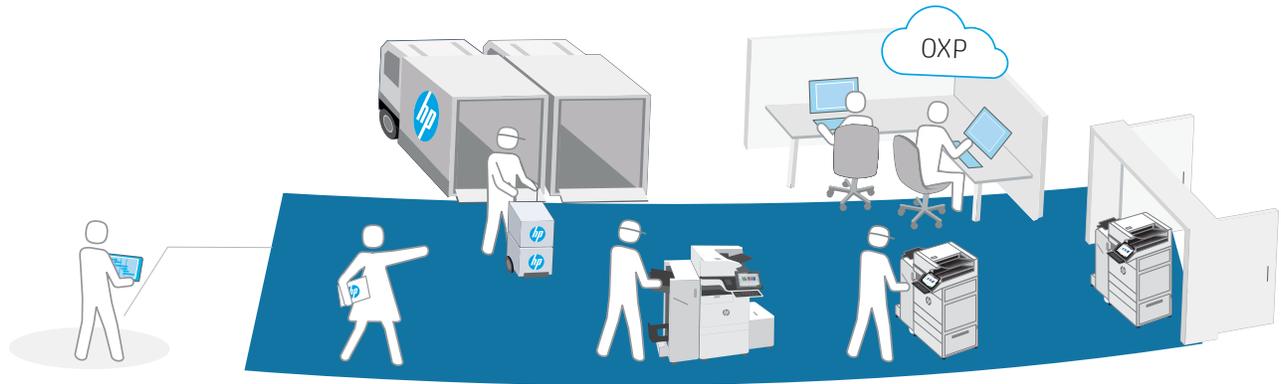
- Onsite Discovery
- Remote Discovery
- Design

### Assessments

We have various assessments to help determine your optimum future state, based on analysis of your current real-time usage data.

- Industry Benchmark Assessment
- Optimization Assessment
- Managed Environment Assessment
- Eco Printing Assessment
- Workflow Discovery
- Due Diligence

## Stage 2 Transition



### Move to managed printing without missing a beat

#### What is HP OXP?

HP Open Extensibility Platform (OXP) is a software interface for HP imaging and printing devices.

With HP OXP, the HP developer community can create applications that run properly and behave consistently across a fleet of devices.

Using a common interface also simplifies management of device applications.

See page six for additional details.

In the transition stage, the plans become reality. The focus here is on a seamless implementation that minimizes disruptions to your business and gets your end users “up and running” in the new environment.

Service modules include:

- Transition Management
- Implementation
- Integration
- Management of Change

## Stage 3 Manage



### Get all the benefits of managed printing—without the work

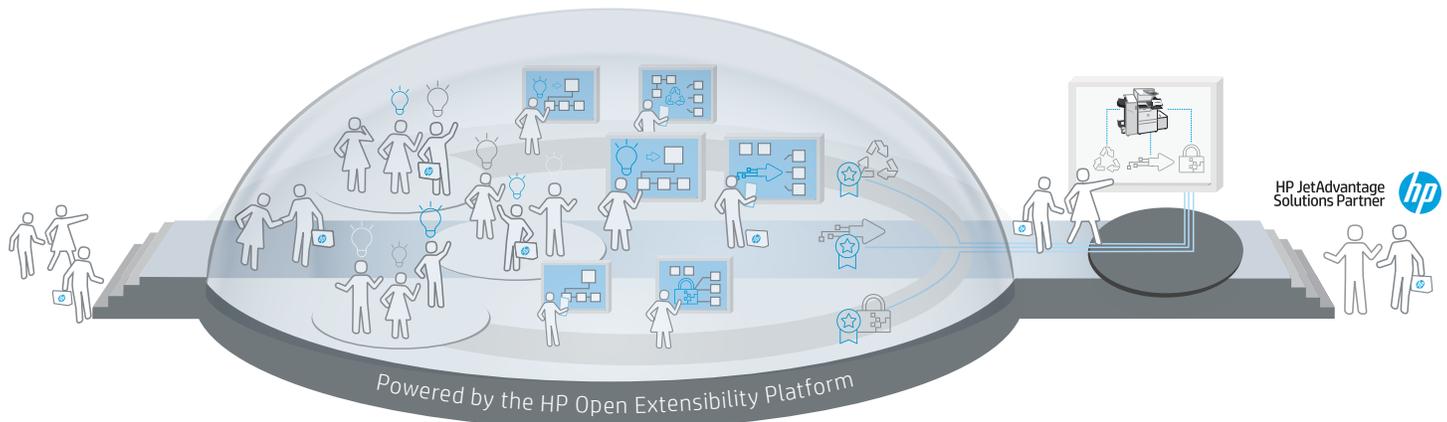
Growth, shifts in strategy, acquisitions, and shifts in end-user practices all play a role in the need to drive continuous optimization of your fleet. In the Manage stage, the remote, proactive services provided by HP support the continuous optimization process, including a full range of activities (the scope will be defined at project level).

HP will develop a customized support model aimed to comply with the required services for each client—designed with a proper balance of onsite personnel and remote (central) resources in the best and most cost-efficient way.

You can maximize the uptime and availability of your imaging and printing environment while minimizing the disruption to your operations through our Remote Management Services, which provide a combination of skilled personnel and secure remote access.

Service modules include:

- Support Services
- Preventative Maintenance
- Remote Management
- Supplies Management
- Software Maintenance
- Change Management
- Relationship Management
- Customer Reporting and Billing
- End of Term Options



## HP JetAdvantage Partner Program and our Solutions Certification process

Solutions are a critical component of any managed print service. HP delivers solutions that extend our clients' capabilities and enhance the value of their collaboration with us.

The HP JetAdvantage Partner Program, including accreditation and certification, extends the ability to deliver best-of-breed, fully compatible software applications and other solutions that extend the capabilities of your workforce. And it expands the functionality of your existing and new fleet of devices.

- HP manages the Partner Ecosystem.
- HP identifies new solutions opportunities based on evolving client needs, and uses client/market insight to identify/recruit industry-leading partners.
- HP provides an environment and guidelines for collaboration and development of solutions.
- HP accredits partners, and tests and certifies solutions—evaluating, testing, and certifying solutions against our Enterprise Test Environment.
- Investment protection is both “forward and backward.” New solutions work with legacy devices and legacy solutions work with new devices, resulting in investment protection both at the device and solutions levels, which is usually of significant value for clients.
- An optimized client experience includes a more consistent user experience.
- HP's OXP is a foundational enabler for the JetAdvantage Partner Program. OXP is highly recognized in the industry for its open, web-services approach.

The HP Jet Advantage Partner Program offers proven technology and industry-specific workflow solutions designed to maximize your return on investment, achieve your business goals, and deliver significant impact to YOUR business—all with the full backing of HP for the quality and reliability of each solution.



## Conclusion

If your organization is still managing its own imaging and printing infrastructure, it's time to ask yourself some tough questions. Do you have the dedicated resources and expertise needed to capitalize on the types of improvements possible? Is your infrastructure living up to its full information management potential? Are your new technology purchases driving down overall cost—or adding to the confusion? Do you foresee being able to meet your security and environmental stewardship goals any time in the near future? Have you targeted key paper-intensive processes for improvement?

HP can help you answer these questions with more accuracy, digest the implications, and prepare for the next move. And if HP MPS is in your future, you couldn't be in better hands. Together, HP and your organization can develop an imaging and printing strategy that takes your imaging and printing infrastructure where it needs to be so you can focus and invest in your business and your customers.

## Why HP?

HP is a global leader in imaging and printing solutions for large organizations. HP offers technical expertise and reliable products and solution sets that allow clients to benefit from:

- **Complete solutions**—With end-to-end solutions and services, HP can work with you to identify and address your specific needs today and into the future.
- **Expertise**—HP has more than 25 years of experience with imaging and printing in enterprise-sized environments.
- **Global reach**—With IT professionals in 170 countries, HP has the resources to address your company's needs around the world.
- **Leadership**—HP is a global leader in imaging and printing, an industry leader in network and infrastructure management, and a company with a strong commitment to environmental sustainability.

## HP MPS

HP MPS delivers ubiquitous, always-on, always available services that increase operational efficiency, decrease costs, and allow you to focus and invest in what really matters—your business and its customers. Services include strategic planning, assessment and procurement/financing options, printer fleet installation, end-user readiness, and printer maintenance and management (including supplies replenishment). There are even document and workflow services that help you continually optimize the use of information across your organization. And each HP MPS offer is scalable to the specific needs of your organization.

## Get started

Contact your local HP representative to:

- Set up a workshop to assess your specific business needs.
- Establish a plan to implement the best solution for today and into the future.
- Identify an environmental approach that can help your organization save money.

### Learn more

[hp.com/go/mps](http://hp.com/go/mps)

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