Using this customer-facing presentation

- Customize!
  - Customize this presentation to be meaningful to YOUR customer
  - Remove slides if they are not relevant

- Backup slides behind the closing slide
  - More content that you can use to customize the presentation or go into more detail

- Review the Speaker Notes
  - Lots of background information—condense or remove details if not needed

- This presentation can be used for direct and channel sales. Note that the following slides apply only to an HP MPS direct engagement:
  - Slides 29-41
  - Slides 77
  - Slides 79-80
  - Slide 86
  - Slides 90-94
  - Slides 111-115
  - Backup slides 118-141

DELIVERING BUSINESS VALUE

Managed Print Services

CURRENT STATE OF THE ENTERPRISE MARKET

IT AND END USERS DRIVE MARKET TRANSITIONS

IT needs
- Security
- Device lifecycle management
- Balance "lights on" vs. innovation spend
- Enable business growth

End user expectations
- Device as a Service (DaaS)
- Device proliferation and diversity
- Combine personal and professional
- Anywhere/anytime/real-time flexibility

DIGITAL TRANSFORMATION

Move to the cloud

"It was found that an increasingly large number of organizations are adopting cloud infrastructure, because of the growth in organizational data and increased mobile device adoption."*

Rise of mobility

"Mobile printing is a top requirement. More than half of end-user organisations expect mobile print volumes to increase; 41% have already implemented mobile printing."*

IoT and security

"Security is a top concern in enterprises today as connected devices and increasingly open office spaces are pervasive."*

DIGITAL TRANSFORMATION

Workflow ecosystems

"Digitisation initiatives are set to accelerate. Organizations expect document capture and workflow, collaboration tools and mobile working to reduce printing by 2025."*
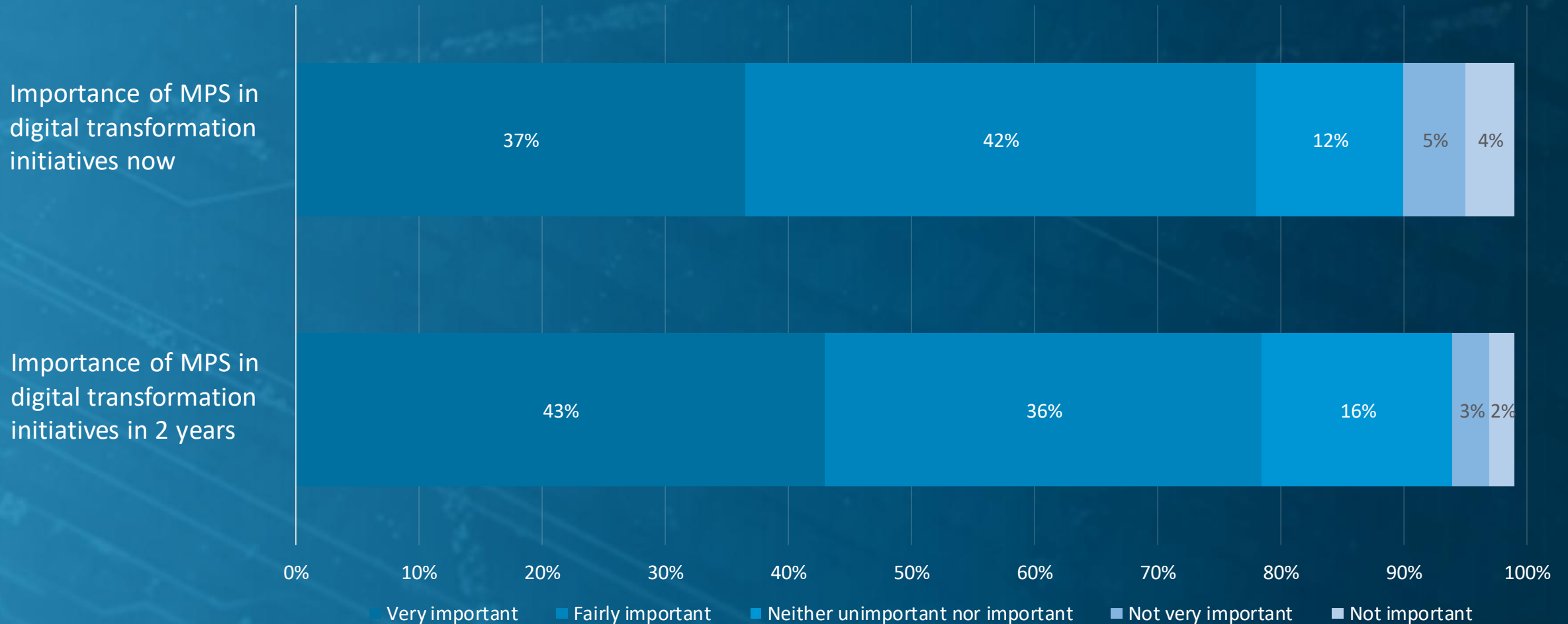
"Overall, **72%** already operate several paper-free business processes and **52%** indicate that paper digitization will be very important by 2025, compared to 15% in 2017."*

Quocirca, Print 2025 by Print Industry Executives (interviews with OEM, ISV, and channel print executives), Louella Fernandes, January 2018 (sample size: 55). For details, see https://h20195.www2.hp.com/V2/getpdf.aspx/c05956826.pdf.

MPS and digital transformation

79% of organizations believe MPS is or will be important to digital transformation

Importance of MPS in digital transformation initiatives now: 37% | 42% | 12% | 5% | 4%

Importance of MPS in digital transformation initiatives in 2 years: 43% | 36% | 16% | 3% | 2%

Legend: Very important | Fairly important | Neither unimportant nor important | Not very important | Not important

DIGITAL TRANSFORMATION IN THE EVOLVING WORKPLACE

Cloud

XaaS

Big Data

Security

Mobility

IoT

Clients are telling us

"Help me better connect with my customer base."

"Help me innovate and personalize my customers' experience."

"Give me access to more data to help me deliver a seamless omnichannel experience for my customers."

"Meet the needs of my mobile workers."

"Take paper out of the process; be more efficient."

"Scale with my business, both up and down."

"Help me get more data from our documents to feed our (ERP) analytics."

"Address security and compliance needs for my industry."

"Secure my documents, data, and devices."

"Decrease my environmental impact."

"Make it all work. I don't want to think about it."

HP customizes solutions by industry

FOCUS AREAS BY INDUSTRY

Public sector
- Preventing security and compliance issues
- Being transparent with the public
- Becoming more environmentally friendly

Financial services
- Meeting compliance regulations
- Keeping data secure
- Lowering operating expenditures
- Expanding customer base

Education
- Heavily reliant on paper-heavy processes
- Reducing carbon footprint
- Tracking performance to justify funding

Manufacturing
- Meeting compliance regulations
- Increasing environmental regulations
- Increasing costs of operations

Healthcare
- Keeping patient data secure
- Rising medical errors
- Increasing costs due to inefficiency
- Shortage in qualified staff

Communications, Media, and Entertainment
- Monetizing unique online content delivery models
- Reducing customer churn
- Transforming operations

hp

HP DEVELOPS INSIGHTS AND TOOLS FOR EVERY ROLE

CIO

Sr. IT Management

ITDM

LOB Manager

CSO

CURRENT STATE OF THE MID-MARKET

Who are Mid-Market customers?

Mid-Market companies are the "middle children" of the business world—with 500-1,000 employees.

Driving Mid-Market insight: "I'm busy focusing on my company's growth. I don't want to deal with printers."

Challenge: help Mid-Market Decision Makers understand that we cannot only "deal with their printing," but can also use print to help their business work better—and grow.

Mid-Market customer insights and opportunities

56% of print decision makers are non-IT*

66% are already contracting for part of their print services*

87% are focused on growth*

67% seek efficiency gains and improved workflows*

50% prioritize service and support over price point*

Mid-market customers are looking for guidance, which you and HP can provide as trusted consultants

HP's portfolio offers many opportunities to move customers into new or added contractual services

Use HP solutions to remove obstacles to grow and help customers plan for their future needs

Use HP solutions to help with your customer's digital transformation and improve their productivity

Leverage the strength of your partnership with HP—an established print leader

The mid-market perspective

Determining their actual spend on print will help them make sound decisions, instead of focusing solely on purchase price.

Service vendors must be able to deliver maximum uptime on vital devices.

Uptime is important to keeping the business running smoothly.

Solutions that save time and streamline workflow make the device a cost-effective buy.

Security matters to mid-market customers—but they need more education on the importance of printer security.

Vendor consolidation can reduce the stress of managing multiple vendors for copy, print, and IT needs.

Showing empathy and building relationships creates an opportunity for a vendor to become a consultant or partner.

The mid-market perspective

Pain Point	Solution
Overwhelmed trying to track spend and create efficient systems and processes	Reduce waste with improved supplies management; use HP expertise and business intelligence to track spend and proactively prevent problems to lower service costs
Managing mixed fleet, BYOD must be done but isn't seen to grow business	Contract management of fleets, set efficient printing policies, and reduce costs through supplies management and proactive maintenance for fewer service calls
Expense and time investment needed to manage workflow for decentralized teams	Centralize purchasing to avoid shortsighted purchase decisions and duplication of resources; standardize fleet with high-efficiency models that improve workflow
Weak security for printers and imaging devices can lead to catastrophic damages	Contract with experts who can assess risks, then build and maintain a print security policy that decreases risk. Use automated reporting to discover security concerns and breaches

hp

Trends for Small to Midsize Businesses*

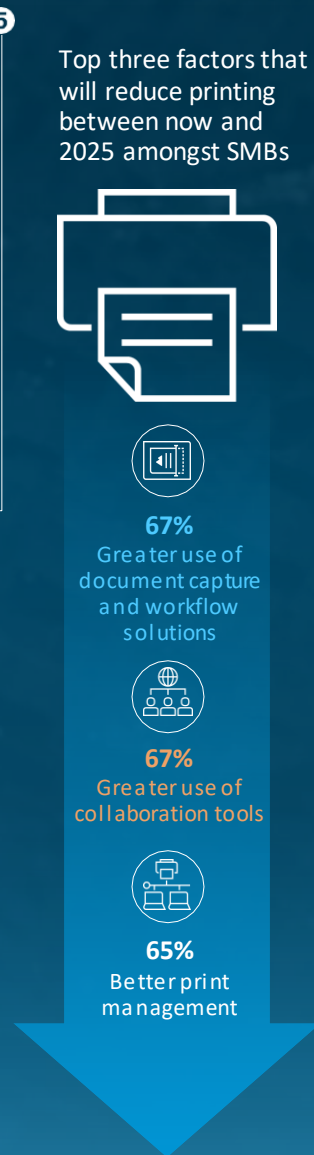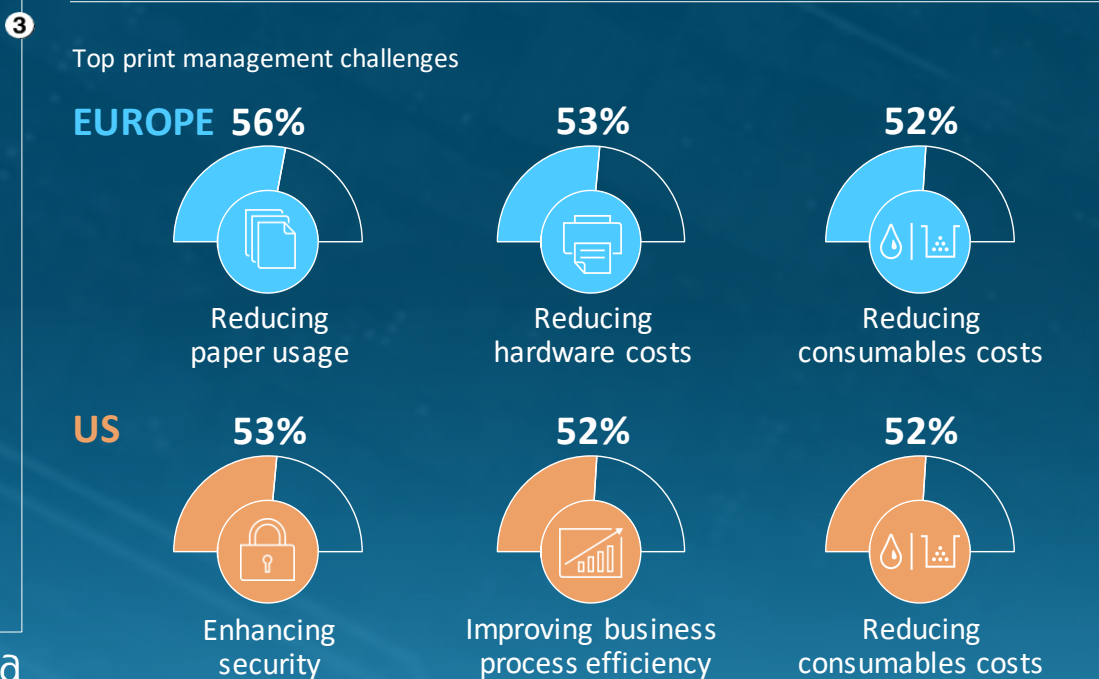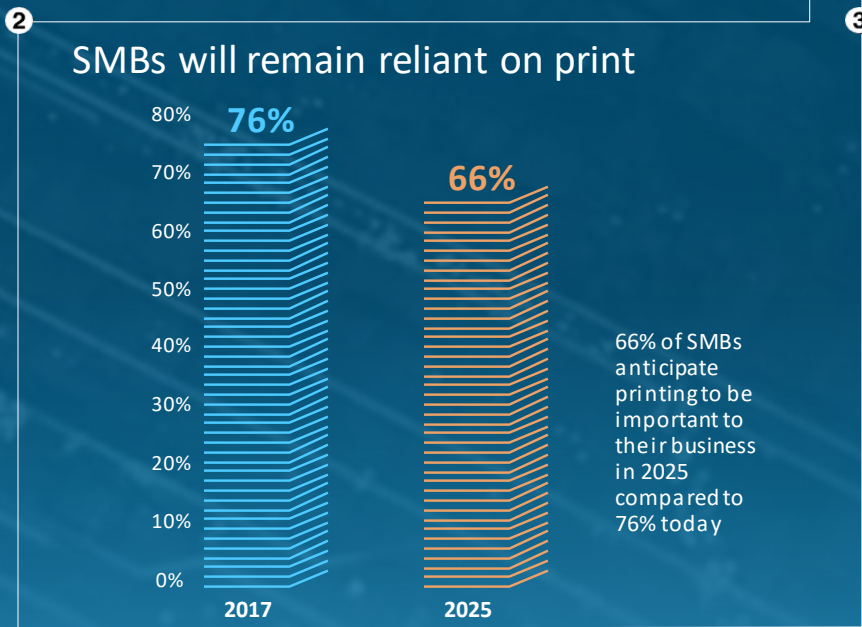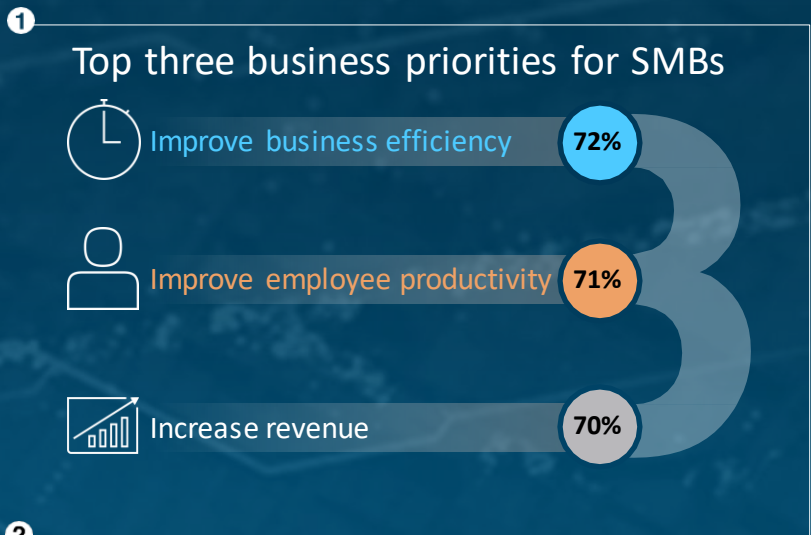**43%** of communication spending is devoted to print.

Focus is on growing sales, acquiring new customers, building customer loyalty, navigating today's multi-channel world, and maximizing the results of communication investments.

Companies personalize their print communications to improve results; communications with personalization delivered a **42%** higher response rate than communications that did not include personalization.

15% of firms were linking print with digital media and 31% said they might do so in the future.

For companies that already link print and digital, **41%** of their marketing campaigns combine print and digital media.*

Digitization: Key to SMB success

① Top three business priorities for SMBs

- Improve business efficiency — **72%**
- Improve employee productivity — **71%**
- Increase revenue — **70%**

② SMBs will remain reliant on print

76% — 2017
66% — 2025

66% of SMBs anticipate printing to be important to their business in 2025 compared to 76% today

④ Digitization efforts set to accelerate

DIGITIZATION

63% of SMBs believe that all paper documents should be scanned

49% of SMBs expect paper digitisation to be very important to their digital transformation initiatives in 2025 compared to 13% today

③ Top print management challenges

EUROPE
- **56%** Reducing paper usage
- **53%** Reducing hardware costs
- **52%** Reducing consumables costs

US
- **53%** Enhancing security
- **52%** Improving business process efficiency
- **52%** Reducing consumables costs

⑤ Top three factors that will reduce printing between now and 2025 amongst SMBs

- **67%** Greater use of document capture and workflow solutions
- **67%** Greater use of collaboration tools
- **65%** Better print management

quocirca

hp

A STRATEGIC PARTNERSHIP

TECHNOLOGY, SOLUTIONS, AND SERVICES
THAT SIMPLIFY DOING BUSINESS

COMPREHENSIVE MPS

BROAD PORTFOLIO

LEADER IN PRINT SECURITY

BUSINESS INTELLIGENCE

COMMITTED TO SUSTAINABILITY

ONLY HP CAN COVER YOUR ENTIRE DESKTOP ENVIRONMENT

From PCs to laptops to printers, we're the only MPS provider that can leverage our own IT and network technology to deliver a complete "everything-as-a-service" (XaaS).

LARGEST, MOST COMPREHENSIVE PORTFOLIO

HP PageWide Technology

Low color costs and energy use,* maximum reliability, and fastest speeds in-class*

HP JetAdvantage Solutions

Reduce IT workload, enhance productivity and security

First commercial 3D printers

Prototyping and manufacturing

Ongoing research and development

Print, digital, and beyond

TRUE, DATA-DRIVEN INTELLIGENCE AND QUALITY REPORTING

Strategic Business Reviews

Analysis and "what-if" scenarios for strategic decisions

Value Management Office (VMO)

Track and optimize the impact of print policies

HP Smart Devices Services (SDS)

Reduce service calls and use big data to optimize fleet

COMMITMENT AND LEADERSHIP TO SUSTAINABILITY

Reliable supply chain

Value-based vendor management

End-to-end printing systems

Designed with our planet and communities in mind

Reduced plastic and energy use

In print hardware and supplies

Services

Designed to help conserve resources and optimize performance

HP LEADS AND INNOVATES IN TECHNOLOGY TRENDS

Innovation Leadership

Market leading innovator and disrupter*

Security Leadership

IDC Marketscape Worldwide Security Solutions and Services Leadership*

Vertical Leadership

BLI Pacesetter awards for the Education, Financial Services, Healthcare, and Retail markets*

www.hp.com/go/analystscorner

HP IS A LEADER FOR THE 8th YEAR!*

"HP's broad portfolio is differentiated in particular by its enhanced security assessments, analytics-led strategic reviews and workflow solutions, which support a client's digital transformation journey. Its overarching 'as-a-service' strategy is enabling it to extend its service and software portfolio to SMB and midmarket customers, which will also value HP's credentials for managing both print and PC environments. Quocirca's MPS IT decision maker research continually positions HP as a market leader. This is testament to its strong, trusted brand reputation with IT stakeholders and its continued commitment to driving innovation in the industry."*

— Quocirca, Managed Print Services Landscape, 2019

GOALS AND ROLES FOR PARTNERSHIPS

Our clients' goals

| Consolidate spend | Optimize operational excellence | Track business value of IT | Increase supplier collaboration | Reduce total cost of ownership | Build business agility |

ROI

Our role

Consulting with you on cost savings, right-sizing, and streamlining—and on how to add strength and security to your organization through a holistic approach to print services management

MANAGED PRINT SERVICES

WHAT IS A MANAGED (PRINT) SERVICE

Hardware + Supplies + Solutions + Service

Business management   Multi-year contract   Continuous improvement

MANAGED PRINT SERVICES

MPS Technology Platform

- Fleet predictability
- Security
- Evolving technology

Key business benefits

- Reduce costs and preserve capital
- Mitigate risks
- Support mobility
- Decrease environmental impact
- Streamline workflow
- Deliver global consistency

HOW HP MPS CAN HELP: STRATEGIES FOR MAXIMIZING BUSINESS VALUE

Optimize and Secure

- Consolidate devices and upgrade the technology
- "Right device, right place, right purpose"
- Secure devices, documents, and data

Manage the Experience

- Establish metrics and governance
- Provide visibility, transparency, and control
- Simplify user experience everywhere

Enable Digital Transformation

- Eliminate process bottlenecks due to paper and people
- Re-think how to serve customers, partners, and colleagues

HP MANAGED PRINT SERVICES
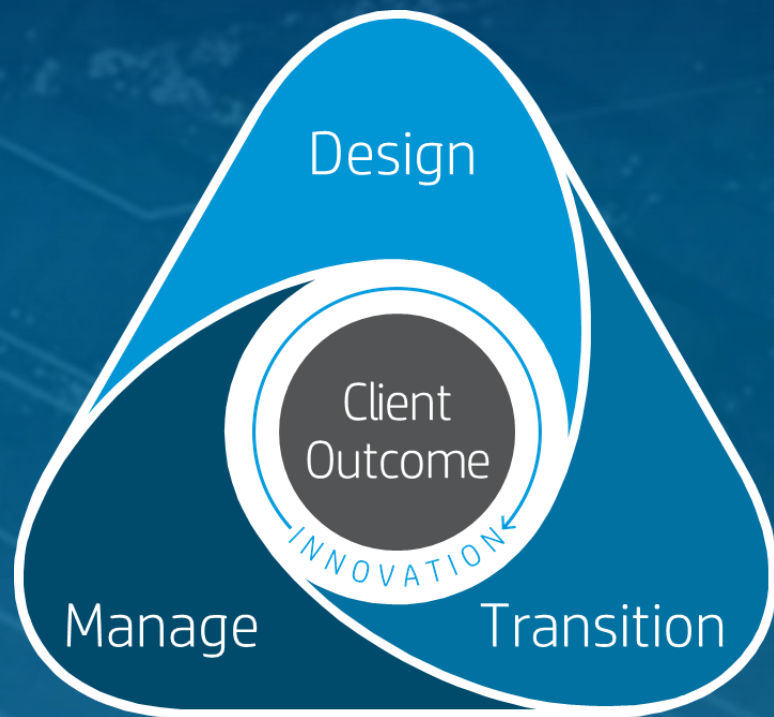
MPS Technology Platform

- Fleet predictability
- Security
- Evolving technology

Key business benefits

- Reduce costs and preserve capital
- Mitigate risks
- Support mobility
- Decrease environmental impact
- Streamline workflow
- Deliver global consistency

HP MPS technology platform

SIMPLIFY	INNOVATE	AUTOMATE
Smart and cost-effective	Enables growth	Provides efficiency and scale

Assessment	Financial and procurement	Transition and implementation	Management and support	Workflow solutions
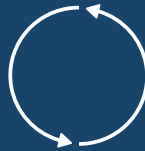
Predictive analytics

Fleet predictability	Security	Evolving technology

hp

HOW WE DO IT

HP MANAGED PRINT SERVICES LIFECYCLE

Implementation stages of MPS
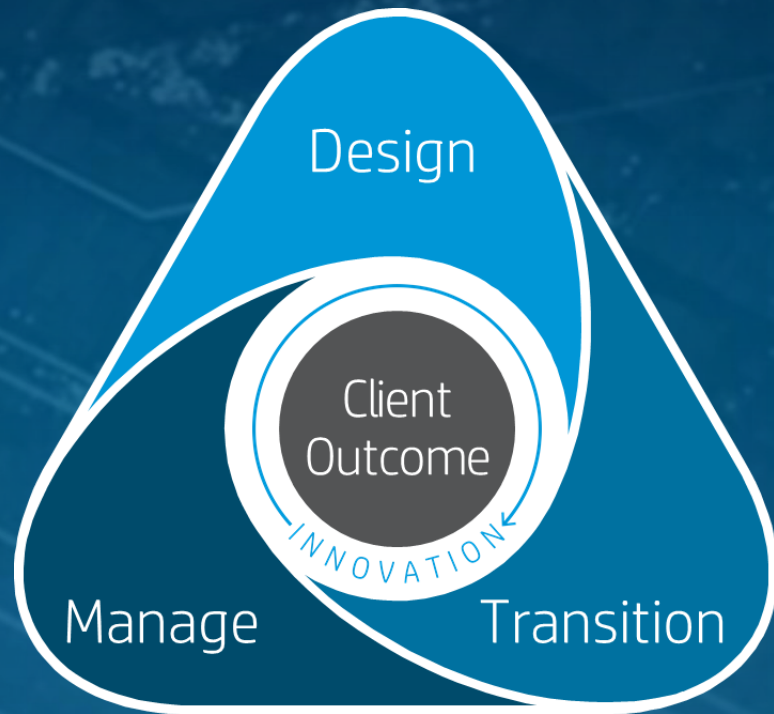
DESIGN
Assess, consult, and design services to achieve the optimum future state and build a transition plan

TRANSITION
Professional project management, installation, and training services to implement new environment and manage change with minimal disruption
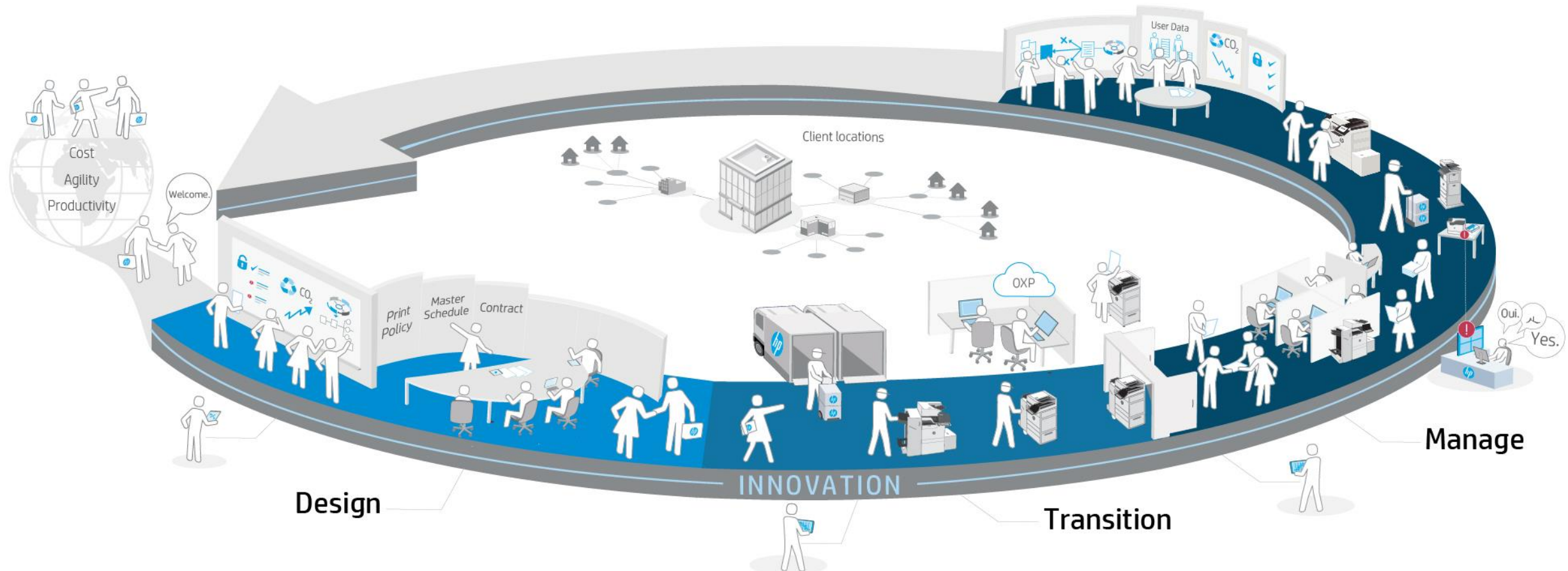
MANAGE
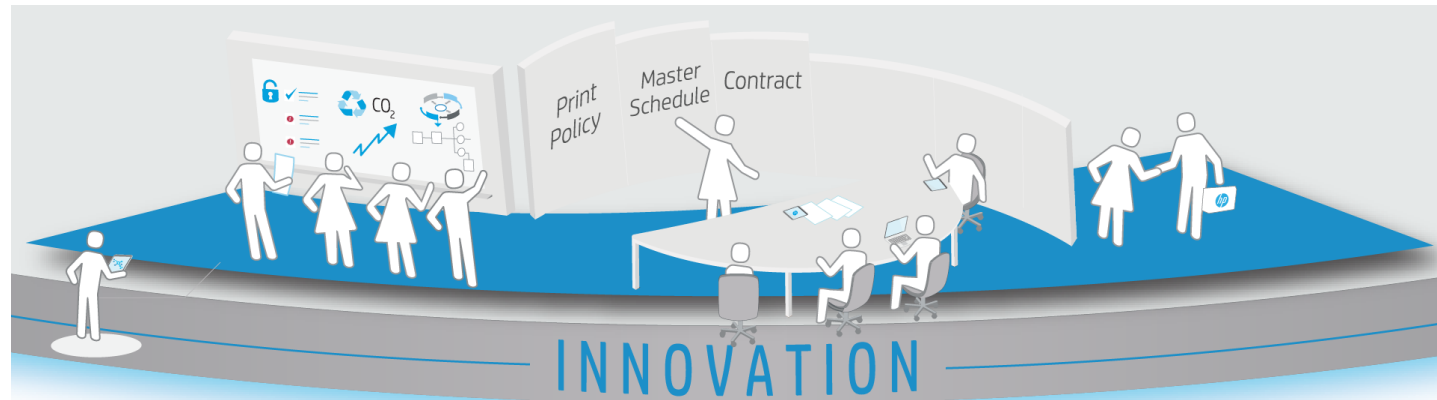Day-to-day operational and management services to help maximize ROI, availability, and end-user satisfaction and drive new innovations

And the engagement never stops. We continuously design, transition, and manage as your needs change over time.

HP MPS process overview

HP MPS delivers ubiquitous, always on, always available services that increase operational efficiency, decrease cost, and allow you to focus and invest in what really matters—your customers.

Design

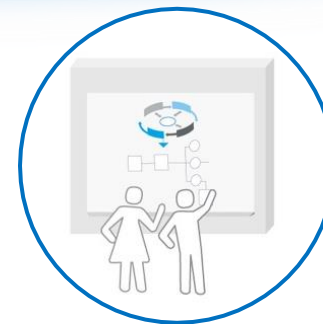## A blueprint for building outcomes you want, based on your business

INNOVATION

Discovery Workshops
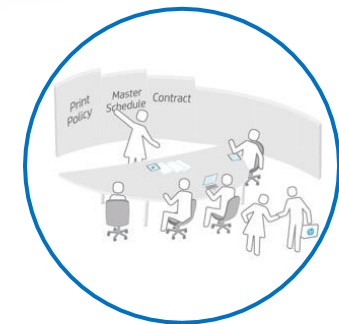Develop strategic plans and roadmaps through in-depth, collaborative sessions

Assessment
Determine optimum future state through insights from fact-based analysis of current state

Hardware & Software
Establish a technology plan—procure new HP or multi-vendor technology, or use current one

Financial/Contract
Design a Master Schedule and Print Policy, and set up financing, contract, and single point of contact

Transition

Move to managed printing without missing a beat

Transition Management
The right equipment and people—where they need to be, when they need to be there

Management of Change
Get the end users ready, willing, and able to work in the new MPS environment

Integration
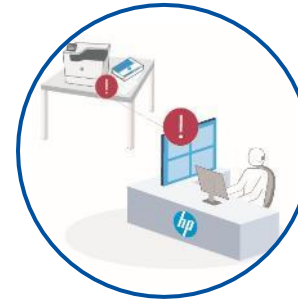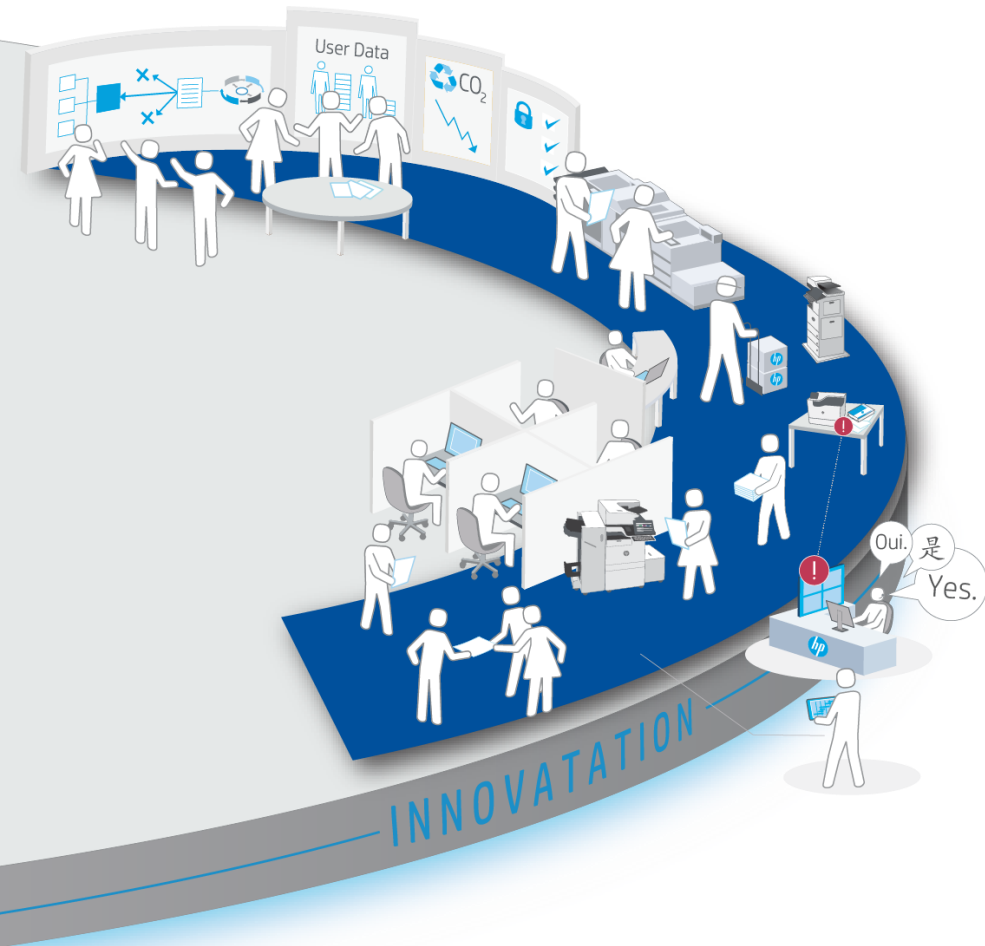Integrate existing support tools, escalation paths, and systems

Implementation
A Transition Manager oversees hardware/ software installs, training, monitoring

Manage & Innovate

Get all the benefits of managed printing—without the work

Support Services

Preventative Maintenance

Remote Management

Supplies Management

Software Maintenance

Change Management

Customer Reporting and Billing

Strategic Business Reviews

End of Device Life Options

HP manages supplies, service calls, and monitoring for mixed fleets

Regional partners provide expertise and responsive service

Service

Provided by standard HP MPS country-delivery partners in each region

Supplies

Regional partners w/distributed warehouses for OEM and compatible toner

Monitoring

Currently outsourced and provided as part of MV supplies offering

Call Handling

Pre-established MV call flows with RMCs, VAS teams, etc.

BROAD HP PORTFOLIO

HP: World's #1 printer vendor*

Comprehensive portfolio

From **low-end printers** — *to* — **production-class web presses** — *and* — **3D printing solutions**

HP LaserJet

Decades of innovation built in

Large-format HP DesignJet

Consistently deliver exceptional quality

HP ScanJet

Effortlessly transform paper to digital

HP PageWide A3

Game-changing low color costs, maximum reliability, fastest speeds in class, and lower energy use than laser competitors

HP JetAdvantage solutions

Power crucial business processes to help reduce IT workload, enhance employee productivity, and strengthen security

Most Reliable Business Printer & MFP Brand

"Congratulations to HP on being named Buyers Lab's Most Reliable Business Printer & MFP Brand!"

"HP has long been known as an industry leader, time and again exceeding our expectations in hands-on evaluations.

From business-class inkjets to enterprise-class laser devices, the HP models tested stood head and shoulders above the rest...."

– Keypoint Intelligence - Buyers Lab*

Note: This award does not apply to HP A3 MFPs.

HP A3/A4 portfolio

Reinventing the departmental MFP and copier market

MORE DEVICE CHOICES

Extensive portfolio of MFPs and printers, from A3 and A4

WORLD'S MOST SECURE PRINTERS*

Self-heal with built-in security to help keep your network safe

PAGEWIDE AFFORDABLE COLOR

Pervasive color with the PageWide cost advantage

MAXIMUM UPTIME

Cloud-based technology and fewer parts means you get less—downtime that is

HP PageWide Technology advantage

- Low cost per page
- Up to 50% faster than competitors*
- Less energy consumption and waste*
- Longer maintenance cycles = ultra-low service costs*

Design advantages deliver simplicity and better reliability

- Straight-through paper path with fewer moving parts
- Fewer long-life consumables*
- No drums, developers or fusers

Maintenance Ink Module – 150K pages
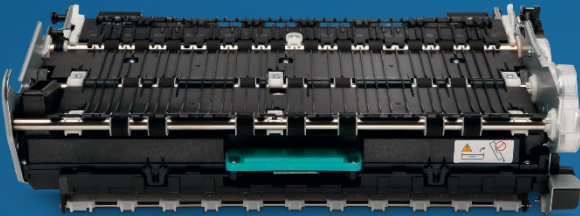
Web Service Module – 150K pages

HP A3/A4 portfolio

HP PageWide Managed P-series and E-series MFPs and printers

Affordable color

Unmatched speeds

Maximum uptime

Environmental engineering

- Print speed: 60 to 80 ppm*
- Maximum input capacity of up to 5,200 pages*
- RMPV of up to 50,000 pages*

HP LaserJet Managed color and monochrome MFPs and printers

World's most secure*

Affordable operating costs

Optional flow models

Minimal interruptions

- Print speed: 22 to 75 ppm*
- Maximum input capacity of up to 6,140 pages*
- RMPV up to 100,000 pages*

HP A3/A4 MFP lineup: Not just any portfolio (AMS)

The smart, secure way to grow your business

Price class	25 ppm			35 ppm	45 ppm				55 ppm	
Managed Color LaserJet MFPs	A4	A3	A3	A3	A4	A3	A3	A3	A4	A3
	CLJ MFP E57540	CLJ MFP E77422 / E77428	CLJ MFP E77822 / E77825	CLJ MFP E77830 / E87640	CLJ MFP E67650	CLJ MFP M775	CLJ MFP E87650	CLJ MFP M880	CLJ Flow MFP E67660	CLJ MFP E87660
	40 ppm	22/28 ppm	22/25 ppm	30/40 ppm	50 ppm	30 ppm	50 ppm	45 ppm	60 ppm	60 ppm

Price class	25 ppm	35 ppm					45 ppm	
Managed Color PageWide MFPs	A3	A4	A4	A4	A3	A3	A3	A3
	PW MFP P77440 / P77940	PW MFP P55250	PW MFP P57750	PW MFP E58650 / E58650 Flow	PW MFP P77950	PW MFP E77650	PW MFP P77960	PW MFP E77660
	60 ppm	75 ppm	75 ppm	75 ppm	70 ppm	70 ppm	80 ppm	80 ppm

Price class	25 ppm	35 ppm				45 ppm		55 ppm		65+ ppm	
Managed LaserJet MFPs	A3	A3	A4	A3	A3	A3	A3	A4	A3	A4	A3
	LJ MFP E72425 / E72430	LJ MFP E72525	LJ MFP E52645	LJ MFP E72530 / E72535	LJ MFP E82540	LJ MFP M725	LJ MFP E82550	LJ MFP E62655	LJ MFP M830	LJ MFP E62665 / Flow MFP E62675	LJ MFP E82560
	25/30 ppm	25 ppm	45 ppm	30/35 ppm	40 ppm	40 ppm	50 ppm	55 ppm	55 ppm	65/75 ppm	60 ppm

HP A3/A4 single-function lineup: Not just any portfolio (AMS)

The smart, secure way to grow your business

Price class

Managed Color LaserJet printers

25 ppm — **A4** — CLJ E55040 — 40 ppm

45 ppm — **A4** — CLJ E65150 — 50 ppm

A3 — CLJ E75245 — 45 ppm

55 ppm — **A3** — CLJ E85055 — 55 ppm

A4 — CLJ E65160 — 60 ppm

Price class

Managed Color PageWide printers

35 ppm — **A4** — PW E55650 — 75 ppm

A3 — PW P75250 — 70 ppm

45 ppm — **A3** — PW E75160 — 80 ppm

Price class

Managed LaserJet printers

25 ppm — **A4** — LJ E50145 — 45 ppm

55 ppm price class — **A4** — LJ E60155 — 55 ppm

65+ ppm price class — **A4** — LJ E60165 — 65 ppm

A4 — LJ E60175 — 75 ppm

HP A3/A4 MFP lineup: Not just any portfolio (APJ)

The smart, secure way to grow your business

Price class	25 ppm			35 ppm	45 ppm				55 ppm	
Managed Color LaserJet MFPs	CLJ MFP E57540 (A4)	CLJ MFP E77422 / E77428 (A3)	CLJ MFP E77822 / E77825 (A3)	CLJ MFP E77830 / E87640 (A3)	CLJ MFP E67650 (A4)	CLJ MFP M775 (A3)	CLJ MFP E87650 (A3)	CLJ MFP M880 (A3)	CLJ Flow MFP E67660 (A4)	CLJ MFP E87660 (A3)
	40 ppm	22/28 ppm	22/25 ppm	30/40 ppm	50 ppm	30 ppm	50 ppm	45 ppm	60 ppm	60 ppm

Price class	25 ppm	35 ppm					45 ppm	
Managed Color PageWide MFPs	PW MFP P77440 / P77940 (A3)	PW MFP P55250 (A4)	PW MFP P57750 (A4)	PW MFP E58650 / E58650 Flow (A4)	PW MFP P77950 (A3)	PW MFP E77650 (A3)	PW MFP P77960 (A3)	PW MFP E77660 (A3)
	60 ppm	75 ppm	75 ppm	75 ppm	70 ppm	70 ppm	80 ppm	80 ppm

Price class	25 ppm	35 ppm				45 ppm		55 ppm		65+ ppm	
Managed LaserJet MFPs	LJ MFP E72425 / E72430 (A3)	LJ MFP E72525 (A3)	LJ MFP M72625 / M72630 (A3)	LJ MFP E52645 (A4)	LJ MFP E72530 / E72535 (A3)	LJ MFP E82540 (A3)	LJ MFP M725 (A3)	LJ MFP E82550 (A3)	LJ MFP E62655 (A4)	LJ MFP M830 (A3)	LJ MFP E62665 / Flow MFP E62675 (A4)	LJ MFP E82560 (A3)
	25/30 ppm	25 ppm	25/30 ppm	45 ppm	30/35 ppm	40 ppm	40 ppm	50 ppm	55 ppm	55 ppm	65/75 ppm	60 ppm

HP A3/A4 single-function lineup: Not just any portfolio (APJ)

The smart, secure way to grow your business

Price class

Managed Color LaserJet printers

25 ppm — A4 — CLJ E55040 — 40 ppm

45 ppm — A4 — CLJ E65150 — 50 ppm

A3 — CLJ E75245 — 45 ppm

55 ppm — A3 — CLJ E85055 — 55 ppm

A4 — CLJ E65160 — 60 ppm

Price class

Managed Color PageWide printers

35 ppm — A4 — PW E55650 — 75 ppm

A3 — PW P75250 — 70 ppm

45 ppm — A3 — PW E75160 — 80 ppm

Price class

Managed LaserJet printers

25 ppm — A4 — LJ E50145 — 45 ppm

55 ppm price class — A4 — LJ E60155 — 55 ppm

65+ ppm price class — A4 — LJ E60165 — 65 ppm

A4 — LJ E60175 — 75 ppm

HP A3/A4 MFP lineup: Not just any portfolio (EMEA)

The smart, secure way to grow your business

Price class

Managed Color LaserJet MFPs

25 ppm			**35** ppm	**45** ppm			**55** ppm	
A4	A3	A3	A3	A3	A3	A3	A4	A3
CLJ MFP E57540	CLJ MFP E77422	CLJ MFP E77825	CLJ MFP E77830 / E87640	CLJ MFP M775	CLJ MFP E87650	CLJ MFP M880	CLJ Flow MFP E67660	CLJ MFP E87660
40 ppm	22 ppm	25 ppm	30/40 ppm	30 ppm	50 ppm	45 ppm	60 ppm	60 ppm

Price class

Managed Color PageWide MFPs

25 ppm	**35** ppm			**45** ppm
A3	A4	A3	A3	A3
PW MFP P77940	PW MFP E58650 / E58650 Flow	PW MFP P77950	PW MFP E77650	PW MFP E77660
60 ppm	75 ppm	70 ppm	70 ppm	80 ppm

Price class

Managed LaserJet MFPs

25 ppm	**35** ppm		**45** ppm	**55** ppm	**65+** ppm		
A3	A4	A3	A3	A4	A3	A4	A3
LJ MFP E72425	LJ MFP E52645	LJ MFP E72530 / E72535	LJ MFP M725	LJ MFP E62655	LJ MFP M830	LJ MFP E62665	LJ MFP E82560
25 ppm	45 ppm	30/35 ppm	40 ppm	55 ppm	55 ppm	65 ppm	60 ppm

HP A3/A4 single-function lineup: Not just any portfolio (EMEA)

The smart, secure way to grow your business

Price class

Managed Color LaserJet printers

25 ppm	45 ppm		55 ppm	
A4 — CLJ E55040 — 40 ppm	A4 — CLJ E65150 — 50 ppm	A3 — CLJ E75245 — 45 ppm	A3 — CLJ E85055 — 55 ppm	A4 — CLJ E65160 — 60 ppm

Price class

Managed Color PageWide printers

35 ppm			45 ppm
A4 — PW P55250 — 75 ppm	A4 — PW E55650 — 75 ppm	A3 — PW P75250 — 70 ppm	A3 — PW E75160 — 80 ppm

Price class

Managed LaserJet printers

25 ppm	55 ppm price class	65+ ppm price class
A4 — LJ E50145 — 45 ppm	A4 — LJ E60155 — 55 ppm	A4 — LJ E60165 — 65 ppm

HP Scanner portfolio

Manage documents and improve workflow in your business

CAPTURE
Precise, high-capacity ADFs are ideal for high-volume

MANAGE
Connect to a variety of document management solutions

SHARE
Pervasive color with the PageWide cost advantage

AUTOMATE
Streamline business processes

HP Scanners

Not just any portfolio

Sheetfed

SJ Pro 2000 s2
6FW06A
35 ppm/70 ipm*
Up to 3,500 sheets

SJ Pro 3000 s4
6FW07A
40 ppm/80 ipm*
Up to 4,000 sheets

SJ Ent Flow 5000 s5
6FW09A
65 ppm/130 ipm*
Up to 7,500 sheets

SJ Ent Flow 7000 s3
L2757A
75 ppm/150 ipm*
Up to 7,500 sheets

Network

SJ Pro N4000 snw1
6FW08A
40 ppm/80 ipm*
Up to 4,000 sheets

SJ Ent Flow N7000 snw1
6FW10A
75 ppm/150 ipm*
Up to 7,500 sheets

Flatbed with ADF

SJ Pro 2500 f1
L2747A
20 ppm/40 ipm*
Up to 1,500 sheets

SJ Pro 3500 f1
L2741A
25 ppm/50 ipm*
Up to 3,000 sheets

SJ Pro 4500 fn1
L2749A
30 ppm/60 ipm*
Up to 4,000 sheets

SJ Ent Flow 7500
L2725B
50 ppm/100 ipm*
Up to 3,000 sheets

Network

Digital Sender Flow 8500 fn2
L2747A
20 ppm/40 ipm*
Up to 1,500 sheets

SJ Ent Flow N9120 fn2*
L2741A
25 ppm/50 ipm*
Up to 3,000 sheets

HP Smart Device Services (SDS)

**Intelligent machines
that never go down**

MACHINE TELEMETRY

Constantly monitors performance and alerts which devices need attention

SERVICE OPTIMIZATION

Just-in-time parts and service visit optimization

DEEP LEARNING

Optimizes device operation and extends component life

PREDICTIVE ANALYTICS

Anticipates issues before they happen

HP Smart Device Services (SDS)

Transforming the office of the future

Before

Device stops or breaks, requiring a reactive service call and downtime.

Service technicians must come onsite to diagnose and solve problems.

Devices are set to operate at average customer usage patterns.

After: Maximize uptime with SDS

HP devices are smart and communicate their health before the device stops.

SDS remote diagnostic insights and remediation capabilities minimize downtime.

SDS machine learning helps optimize the device for your usage environment.

HP JETADVANTAGE SOLUTIONS

Meeting the needs of IT management and users

Tools

IT and LOB, business manager/owner

- Security
- Workflow integration/collaboration facilitation
- Managing IT costs
- Lifecycle management
- Service and support cost

Productivity

End user

- Personal and professional life blurring
- Experience is king
- Mobility anytime/anywhere
- Modern workstyle expectations
- Collaboration

HP JetAdvantage print solution strategy

Addressing business customer needs with a portfolio of HP and ISV solutions

Guiding principles

Partnering
Move to cloud
Testing and certification
Choice of deployment

Management

Easily manage and optimize multi-vendor print environments

Security

Help protect your business with end-to-end security

Mobility

Simple and secure mobile authentication and print

Workflow

Convert documents to digital and automate business workflows

HP cloud strategy

A variety of cloud offerings to address your evolving business needs

Cloud connectors

Device-based connectors that integrate with cloud-based applications

Public cloud solutions

SaaS solutions that utilize a multitenant cloud architecture

Enhanced security

Traditional server-based printing and imaging solutions deployed in a private cloud

HP management strategy

Manage and optimize your multivendor print environment and improve print application management

Intelligent devices

Predictive analytics reduce device downtime

Device management

Control and optimize your print fleet

Output management

Managing print drivers, print queues, and devices across your network

Application management

Centrally manage printer apps from one convenient web-based portal

HP print security strategy

Protect your print environment from end to end

Device

The most secure printers*

Designed to be secure from the ground up

Data and document

The most secure printing*

Trust that HP has your document secured

Manage

The easiest to secure and manage*

Integrated with leading IT security tools

HP mobile print strategy

Simplify your mobile workforce printing experience while providing IT the controls they desire

Direct print solutions

Easy set up with high reliability

Simple, secure, direct printing

Cloud (on-the-go) solutions

Support mobile workers and guest printing

On the go freedom and security

Business in-network solutions

Full administrative control

Taking mobility to the next level

HP Roam for Business helps save time and reduce process steps

Healthcare
Clinicians making home health visits to house or facility

Real estate
Agents helping clients to purchase a property

Financial services
Financial advisor or insurance agent meeting with prospects or clients

---

With HP Roam:

Chart notes go to HP Roam print queue

Admin staff or clinician prints and files documents

Productivity: More time available for caring for patients

Compliance: Fewer misfiled or overlooked documents

Financial stability: Fewer insurance denials and take-backs

Print security: Prints are only released to authorized users

Labor costs: Clinicians relieved of admin tasks

With HP Roam:

Offer paperwork goes to HP Roam print queue

Office staff or agent prints documents for broker

Productivity: Transactions are processed in real-time

Revenues: Agents can serve more clients at a time

Process improvement: More timely documentation for closings

Print security: Prints are only released to authorized users

Labor costs: No transaction coordinators ($250-300 per closing)

With HP Roam:

Documents go to HP Roam print queue

Office staff or advisor prints, routes, and files documentations

Compliance: Real-time processing helps reduce errors

Productivity: Reps can visit more clients and prospects

Print security: Prints are only released to authorized users

Labor costs: Office staff perform reps' admin tasks

HP Workpath apps can streamline workflows

Streamline processes for connecting paper documents to digital workflows

Current workflow

1. Authenticate at the device
2. Select email
3. Enter email address
4. Scan document

5. Walk back to PC
6. Open email
7. Download attachment
8. Delete email
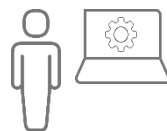
9. Log onto application
10. Select client or case
11. Upload document
12. Enter required data
13. Delete document from PC

Traditional process is:

- Manual
- Error prone
- Not traceable
- Not secure/compliant
- Computer dependent

Workpath app workflow

1. Authenticate at the device
2. Select app
3. Scan the document into the automated digital workflow

Customized apps improve the customer experience

Customizing apps for HP MFPs

In addition to the public Workpath apps on HP Command Center, you can have apps created or customized for your unique business needs*

Regional and customer-specific apps

Use-specific apps

3rd party developer apps

Custom workflow solutions

HP JetAdvantage print solutions portfolio – worldwide

☁ Cloud based solution

❖ Available through Channel

	Centralized output management Increase efficiencies & security	Optimize printers and users Reduce cost and risk management		Optimize workflows Business productivity	
	Integrated Solutions	Management	Security	Mobile	Capture/workflow
HP Branded Solutions	• HP Advance	❖ HP Web Jetadmin ❖ HP Universal Print Driver ❖ JetAdvantage Insights ☁ • HP Direct Print	❖ JetAdvantage Security Mgr ❖ HP Access Control Print ❖ HP Proximity Card Readers ❖ JetAdvantage Secure Print ☁	❖ HP Roam for Business • HP Mobile Connector ❖ Google Cloud Print 2.0 • HP PrinterOn Enterprise • HP PrinterOn Public ☁ • HP PrinterOn Managed Cloud ☁	• HP Access Control Scan ❖ HP Capture and Route ❖ HP Digital Send Software ❖ HP Workpath apps
3ʳᵈ Party solutions	• Genius Bytes (EMEA) • Kofax Control Suite • LRS VPSX Output Management • Ysoft SafeQ (EMEA & APJ)	• LRS VPSX Direct Print	• Troy Micr, SDP, Prescription (AMS) ❖ LRS MFP Secure (EMEA & AMS) • Kofax Safecom, Equitrac • Celiveo Enterprise • Pharos BluePrint & iMFP • Ysoft SafeQ (EMEA & APJ) • BrocadeSoft (APJ) • iSecStar (APJ) • Papercut (APJ)	❖ ePRINTit ☁	• Hyland OnBase • Kofax Autostore • Ephesoft Transact

HP Sold and supported

3ʳᵈ Partner Solutions developed to support HP devices and sold by solution provider

• HP JetAdvantage Partner Program has 125+ Partners with 300+ Solutions

hp

HP JetAdvantage print solutions portfolio – AMS

☁ Cloud based solution
❖ Available through Channel

Centralized output management Increase efficiencies & security	Optimize printers and users Reduce cost and risk management		Optimize workflows Business productivity	
Integrated Solutions	Management	Security	Mobile	Capture/workflow

HP Sold and supported

HP Branded Solutions

- HP Advance

Management
- ❖ HP Web Jetadmin
- ❖ HP Universal Print Driver
- ❖ JetAdvantage Insights ☁
- • HP Direct Print

Security
- ❖ JetAdvantage Security Mgr
- ❖ HP Access Control Print
- ❖ HP Proximity Card Readers
- ❖ JetAdvantage Secure Print ☁

Mobile
- ❖ HP Roam for Business
- • HP Mobile Connector
- ❖ Google Cloud Print 2.0
- • HP PrinterOn Enterprise
- • HP PrinterOn Public ☁
- • HP PrinterOn Managed Cloud ☁

Capture/workflow
- • HP Access Control Scan
- ❖ HP Capture and Route
- ❖ HP Digital Send Software
- ❖ HP Workpath apps

3rd Party solutions

- • Genius Bytes (EMEA)
- • Kofax Control Suite
- • LRS VPSX Output Management
- • Ysoft SafeQ (EMEA & APJ)

- • LRS VPSX Direct Print

- • Troy Micr Printer
- ❖ Troy SDP, document printing & Prescription
- ❖ LRS MFP Secure
- • Kofax Safecom, Equitrac
- • Celiveo Enterprise
- • Pharos BluePrint & iMFP

- ❖ ePRINTit ☁

- • Hyland OnBase
- • Kofax Autostore
- • Ephesoft Transact

3rd Partner Solutions developed to support HP devices and sold by solution provider

- • HP JetAdvantage Partner Program has 125+ Partners with 300+ Solutions

hp

HP JetAdvantage print solutions portfolio – EMEA

☁ Cloud based solution

❖ Available through Channel

HP Sold and supported

	Centralized output management Increase efficiencies & security	Optimize printers and users Reduce cost and risk management		Optimize workflows Business productivity	
	Integrated Solutions	**Management**	**Security**	**Mobile**	**Capture/workflow**
HP Branded Solutions	• HP Advance	❖ HP Web Jetadmin ❖ HP Universal Print Driver ❖ JetAdvantage Insights ☁ • HP Direct Print	❖ JetAdvantage Security Mgr ❖ HP Access Control Print ❖ HP Proximity Card Readers ❖ JetAdvantage Secure Print ☁	❖ HP Roam for Business • HP Mobile Connector • Google Cloud Print 2.0 • HP PrinterOn Enterprise • HP PrinterOn Public ☁ • HP PrinterOn Managed Cloud ☁	• HP Access Control Scan ❖ HP Capture and Route ❖ HP Digital Send Software ❖ HP Workpath apps
3ʳᵈ Party solutions	• Genius Bytes (EMEA) • Kofax Control Suite • LRS VPSX Output Management • Ysoft SafeQ (EMEA & APJ)	• LRS VPSX Direct Print	❖ LRS MFP Secure • Kofax Safecom, Equitrac • Celiveo Enterprise • Pharos BluePrint & iMFP • Ysoft SafeQ • Genius Bytes ❖ MyQ	❖ ePRINTit ☁	• Hyland OnBase • Kofax Autostore • Ephesoft Transact

3ʳᵈ Partner Solutions developed to support HP devices and sold by solution provider

• HP JetAdvantage Partner Program has 125+ Partners with 300+ Solutions

HP JetAdvantage print solutions portfolio – APJ

☁ Cloud based solution

❖ Available through Channel

	Centralized output management Increase efficiencies & security	Optimize printers and users Reduce cost and risk management		Optimize workflows Business productivity	
	Integrated Solutions	Management	Security	Mobile	Capture/workflow

HP Sold and supported

HP Branded Solutions

- HP Advance

- ❖ HP Web Jetadmin
- ❖ HP Universal Print Driver
- ❖ JetAdvantage Insights ☁
- HP Direct Print

- ❖ JetAdvantage Security Mgr
- ❖ HP Access Control Print
- ❖ HP Proximity Card Readers
- ❖ JetAdvantage Secure Print ☁

- ❖ HP Roam for Business
- HP Mobile Connector
- Google Cloud Print 2.0
- HP PrinterOn Enterprise
- ❖ HP PrinterOn Public ☁
- HP PrinterOn Managed Cloud ☁

- HP Access Control Scan
- HP Capture and Route
- HP Digital Send Software
- ❖ HP Workpath apps

3rd Party solutions

- Kofax Control Suite
- LRS VPSX Output Management
- Ysoft SafeQ (EMEA & APJ)

- LRS VPSX Direct Print

- Kofax Safecom, Equitrac
- Celiveo Enterprise
- Pharos BluePrint & iMFP
- BrocadeSoft
- iSecStar
- ❖ PaperCut
- ❖ Ysoft SafeQ

- ❖ ePRINTit ☁

- Hyland OnBase
- Kofax Autostore
- Ephesoft Transact

3rd Partner Solutions developed to support HP devices and sold by solution provider

- HP JetAdvantage Partner Program has 125+ Partners with 300+ Solutions

SECURITY AND RISK MANAGEMENT

HP offers the world's most secure printing*

Real-time threat detection, automated monitoring, and built-in software validation

1. Check BIOS/boot code

Prevents the execution of malicious code during bootup by allowing only HP-signed, genuine code to be loaded

2. Check firmware

Allows only authentic, good firmware—digitally signed by HP—to be loaded

3. Check printer settings

After a reboot, HP JetAdvantage Security Manager* checks and fixes any affected security settings

4. Continuous monitoring

Protects operations and stops attacks while device is running

Inspects outgoing network connections to stop suspicious requests (Enterprise only)

HP business printers—Pro, Enterprise, and Managed—can stop attacks before they start and notify of potential trouble:

- During startup, the integrity of the boot code or BIOS is validated

- When loading firmware, only authentic, good code—digitally signed by HP—is loaded

- During run-time, HP printers detect and prevent unexpected changes to memory

- When connecting to the network, HP Enterprise printers put a stop to suspicious requests

Self-healing HP Enterprise and Managed printers can automatically repair themselves from attack in real time

- HP JetAdvantage Security Manager* automatically assesses and remediates device security settings

Secure printing competitive comparison

Enterprise-class printers and MFPs

Legend: ● Yes ◖ Optional ● No
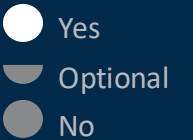
Category	Feature	HP	Xerox	Lexmark	Ricoh	Konica Minolta	Kyocera	Canon	Brother
Device security	Sure Start (BIOS protection with self-healing)	Yes	No	Partial*	Partial*	Partial*	No	No	No
	Whitelisting	Yes	Yes	Yes	Yes	Yes	No	No	No
	Run-time intrusion detection (self-healing)	Yes	No	No	No	No	No	No	No
	Network anomaly detection (self-healing)	Yes	No	No	No	No	No	No	No
	Security policy deployment and remediation	Yes	No	No	No	No	No	No	No
	Integration with Microsoft SCCM**	Yes	No	No	No	No	No	No	No
Data protection	Access control	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Encrypted communications	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	TPM availability	Yes	No	No	Yes	Yes	No	Yes	No
	Integrated encrypted hard drives with secured storage erase	Yes	Yes	Yes	Optional	Yes	Yes	Yes	No
Document security	Pull-PIN print solutions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
	Counterfeit and fraud deterrent	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No

*Partial – BIOS protection but lacks self-healing
** Microsoft System Center Configuration Manager

Secure printing competitive comparison

Legend: ● Yes ◗ Optional ○ No
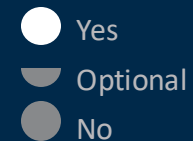
Enterprise-class printers and MFPs		HP	Xerox	Lexmark	Ricoh	Konica Minolta	Kyocera	Canon	Brother
Device security	BIOS security validation at boot (self-healing)	Yes	No	Partial*	Partial*	Partial*	No	Partial*	No
	Firmware/software code validation at boot	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
	Run-time memory inspection (self-healing)	Yes	No	No	No	No	No	No	No
	Network anomaly detection (self-healing)	Yes	No	No	No	No	No	No	No
	Security policy deployment and remediation	Yes	No	No	No	No	No	No	No
	Integration with Microsoft SCCM**	Yes	No	No	No	No	No	No	No
Data protection	Access control	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	Encrypted communications	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
	TPM availability	Yes	Yes	No	Yes	Yes	No	Yes	No
	Integrated encrypted hard drives with secured storage erase	Yes	Yes	Yes	Optional	Yes	Yes	Yes	No
Document security	Pull-PIN print solutions	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
	Counterfeit and fraud deterrent	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Security practices	Professional Service – Print Security Assessment	Yes	Yes	No	Yes	Yes	No	Yes	No
	Professional Service – Print Security Management and Auto-remediation	Yes	Partial***	No	Partial***	Partial***	No	Partial***	No

*Partial – BIOS protection but lacks self-healing
** Microsoft System Center Configuration Manager
***Partial – Service offering either lacks full security services or is not print security focused

Comprehensive print security from an industry leader

IDC MarketScape: Worldwide Security Solutions and Services Hardcopy 2019-2020 Vendor Assessment*

"Security remains a priority for HP Inc., serving as the foundation for its approach to the market and the backbone for its Secure MPS strategy. HP Inc.'s legacy of **print security innovation** combined with the company's ability to leverage and share security technologies across its print and PC businesses is also a considerable strength."

"HP Inc. should be on the short list when customers are seeking a **trusted partner and expert** in security, with the ability to monitor and manage print security compliance as part of a broader IT security program or corporate governance initiative."

— IDC MarketScape

IDC MarketScape Worldwide Security Solutions and Services Hardcopy

Source: IDC, 2019

Security advice for technology buyers

IDC MarketScape: WW Security Solutions and Services Hardcopy 2019-2020 Vendor Assessment*

"**Determine the level of complexity expected for print and document security** over the next three years."

"**Understand your current environment.** Evaluate the existing print and document infrastructure to identify security threats and vulnerability gaps."

"**Integrate print security within the context of your overall IT security strategy**. Develop a long-term plan that includes measures for ongoing monitoring and management of print and document security programs."

"**Look to your existing hardcopy vendors**. When evaluating print and document security needs, ensure your existing hardcopy vendors are included in the mix."

"**Identify industry-specific capabilities.** Security needs and regulatory compliance issues vary greatly by vertical market. Seek out vendors with core competencies in print and document workflow, content management, and secure print services that meet the needs of your specific business."

hp

Depend on HP Secure MPS to help you

Design → **Transition** → **Manage**
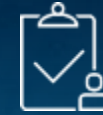
Design
- Understand your existing print security risk
- Build a comprehensive print security strategy and policies
- Identify the right technologies and processes
- Develop a roadmap to improve your compliance scores
- Address people, processes, and compliance requirements

Transition
- Assess and harden devices
- Apply device certificates
- Integrate printers into security monitoring systems
- Deploy layered, advanced security solutions

Manage
- Governance and compliance management of security settings at or above 97% compliance*
- Firmware management
- Device password management
- Device decommissioning...and more

HP leads the industry in security

HP Print Security Professional Services portfolio

End-to-end security assistance

Print Security Advisory Service

Print Security Implementation Services

Print Security Advisory Retainer Service

Print Security Governance and Compliance Service

Assess and recommend

- Thorough evaluation of device, data, and document security vulnerabilities
- Custom security policy and plan
- Process and technology recommendations

Implement recommendations

- The support you need to roll out your print security plan

Reassess and assist

- Consultation time with credentialed security advisors
- Assistance to update security plans, respond to compliance audits, and more

Maintain and monitor

- Trained HP experts monitor compliance and identify potential issues
- Proof of compliance maintained for regulatory requirements

One-time service →

Recurring services →

HP Print Security Advisory Service

Your path to greater protection and peace of mind

HP credentialed security experts work with you to:

- Educate about security threats, including a detailed **analysis** of your current printing security posture

- Leverage **HP JetAdvantage Security Manager** to gather valuable data on your current risk

- Help build a **comprehensive print security policy** based on business needs and best practices

- Provide an implementation plan with **process and technology recommendations** to achieve improved security

HP Security Advisors

Education and risk assessment

Security policy guidance

Process and technology recommendations

HP Print Security Advisory Retainer
Service for ongoing support

- Consultation time with credentialed security advisors

- Assistance to update security plans, respond to compliance audits, and more

HP Print Security Advisory Service

Your path to greater protection and peace of mind

HP credentialed security experts work with you to:

- Educate about security threats, including a detailed **analysis** of your current printing security posture

- Leverage **HP JetAdvantage Security Manager** to gather valuable data on your current risk

- Help build a **comprehensive print security policy** based on business needs and best practices

- Provide an implementation plan with **process and technology recommendations** to achieve improved security

HP Security Advisors

Education and risk assessment

Security policy guidance

Process and technology recommendations

5 surprisingly common print security vulnerabilities

From risk assessments conducted by HP Print Security Advisors*

1. No policies in place	2. Lax on firmware	3. No anti-malware	4. Wrong configurations	5. No log monitoring for threats
Only **1/2** of businesses have a formal print-security policy	**67%** of 900K printers evaluated were behind in security patches*	**69%** of businesses do not have anti-malware enabled on their print devices	Nearly **6 out of 10** businesses fail to require user passwords on printers to comply with the company's own security policy	**85%** of companies don't enable print logs to track login attempts and user access

How many of these risks apply to your organization?
We can help you find out—and tell you how to fix them.

hp

HP Print Security Assessment Services

Professional, knowledgeable advisors

HP Print Security Advisors are:

- Available around the globe

- Highly experienced and credentialed:

  - CompTIA Cybersecurity Analyst, Certified Ethical Hacker (CEH), ISO/IEC 27001 Lead Auditor, Certified Information Systems Security Professional (CISSP), Certified Information Security Manager (CISM), and many more

- Recognized for excellence

  - The Technology Services Industry Association (TSIA) awarded HP a 2017 STAR award for **Innovation in Enabling Customer Outcomes** (Professional Services category):

  - *"One of the best examples we've seen of customer outcome engineering… What really set the HP story apart was the sheer breadth and specificity of the customer outcome data they were able to produce, typically showing dramatic increases in customer compliance and security levels…"*

HP Print Security Baseline Assessment

When you don't understand the risk, you can't prioritize the actions. Meet with HP Print Security Advisors to assess your imaging and printing environment for risks and regulatory compliance. Then work with your approved HP Reseller to address those risks and improve the security of your business.

Education

What are the risks around not having an EWS password? Why should I care about outbound DNS requests?

For every question we ask, we will share how it relates to real risk.

Assessment

We assess up to 30 security controls covering Fleet Standards, Device Standards, Device Hardening, Data Security, and the Security Ecosystem—highlighting risk in the imaging and printing environment.

Demonstration

For each control possible, we will show how they are assessed on both HP and non-HP devices so IT can perform their own checks after we leave.

Recommendation

We will provide recommendations on how to address the risks uncovered and how to improve regulatory compliance.

"This engagement shows us what we need to do and, more importantly, why we need to do it."

- Customer Print Infrastructure Administrator

"HP Inc. continues to expand its suite of print and document security solutions, which is based on a mix of owned technology and partner-delivered capabilities. These solutions support a broad range of security features and functionality, delivered ... and run directly from the MFP."*

-IDC MarketScape: WW Security Solutions and Services Hardcopy 2019-2020
Vendor Assessment

HP Print Security Services — PSAS vs Baseline

Choosing the right option

HP Print Security Advisory Service	HP Print Security Baseline Assessment
Offering:	
3-day Onsite Assessment	1-day Onsite Assessment
Delivered by HP Security Advisor	Delivered by HP Security Advisor
$17,500	$6,000 USD list price
Bundled as a Care Pack	Bundled as a Care Pack
What is included:	
In-depth assessment of security risk and regulatory compliance (90+ Security Controls)	Baseline assessment of security risk and compliance (up to 30 Security Controls)
Recommendations on how to reduce risk and improve compliance	Recommendations on how to reduce risk and improve compliance
Detailed report on each risk identified and detailed recommendations on mitigation, including custom recommended roll-out timeline	Hands-on demonstration of how to check applicable controls
Target customer:	
Enterprise, highly regulated industry	Medium to large companies
Good for customers with CISO or dedicated security team	Good for customers with IT team covering security

HP Print Security Advisory Service at work: use case

A global technology leader built upon its 10-year HP MPS relationship to further strengthen security and increase efficiencies. Print Security Advisory Service provided a comprehensive review and helped develop a cohesive printing security strategy. After the company implemented recommended solutions, the results were impressive.

100,000+ global users

are protecting sensitive information with HP Access Control Secure Pull Printing, user authentication, and secure mobile printing

Streamlined digital workflows

help users keep data secure and create less paper waste, using HP Capture and Route

2,000+ HP printers across the globe

are centrally secured using policy-based HP JetAdvantage Security Manager

Reduced environmental impact

- More energy-efficient devices
- Less paper waste
- Hardware now recycled at end-of-life
- Printing supplies now recycled

"HP is recognized as one of the very few leaders in the industry that have the security capabilities required for a global print infrastructure."
– Global Print Manager

REAL BUSINESS INTELLIGENCE

HP Immersive Analytics Service

Uncover opportunities to improve workflow efficiencies

Make informed decisions based on your organization's actual workflows

Use the HP Immersive Analytics Service to help:

- Drive down print costs while improving efficiency and mitigating risk

- Pinpoint inefficient processes to help reduce printing, copying, and manual routing

- Compare your teams' current print behaviors with typical printing habits

- Identify opportunities to accelerate digital transformation

How HP Immersive Analytics Service works

Share data

The organization shares job accounting data, organizational information, and user data with their HP advisor. Data is protected in accordance with all applicable privacy and data protection laws worldwide.

Analyze

The HP advisor analyzes the organization's data to find opportunities for greater efficiency. Scope, sample size, and study length vary based on client choice.

Report

The HP advisor shares conclusions with stakeholders. Findings cover actionable items and insights into the organization's normal workflow.

Strategize

HP can work with the organization on efficiency strategies, as well as help stakeholders implement solutions to achieve goals.

Operation Business Review (OBR) Service

Your Client Manager is a trusted advisor who:

- Monitors your print environment's performance

- Analyzes the data to spot trends and potential issues

- Engages with your organization to fully understand your priorities

- Reports progress toward meeting your business goals for MPS

- Resolves issues related to your MPS program

- Recommends innovations to increase the value of MPS

The Performance Dashboard Toolset

Fleet optimization

- Toner and ink cartridge order tracking

- Roadmapping tool

- Power consumption information
  - Entire fleet
  - Single site
  - Device group

Trend analysis and reporting

- Operational business review

- Service data analysis

- Industry analysis benchmarking

Sustainability tools

- Environmental impact calculators

- Recycling information

HP Executive Strategic Business Review Service experience: Value Management Office (VMO)

People

Blended team of Value Consultants and HP MPS experts that provide an insightful evaluation of your print environment

Process

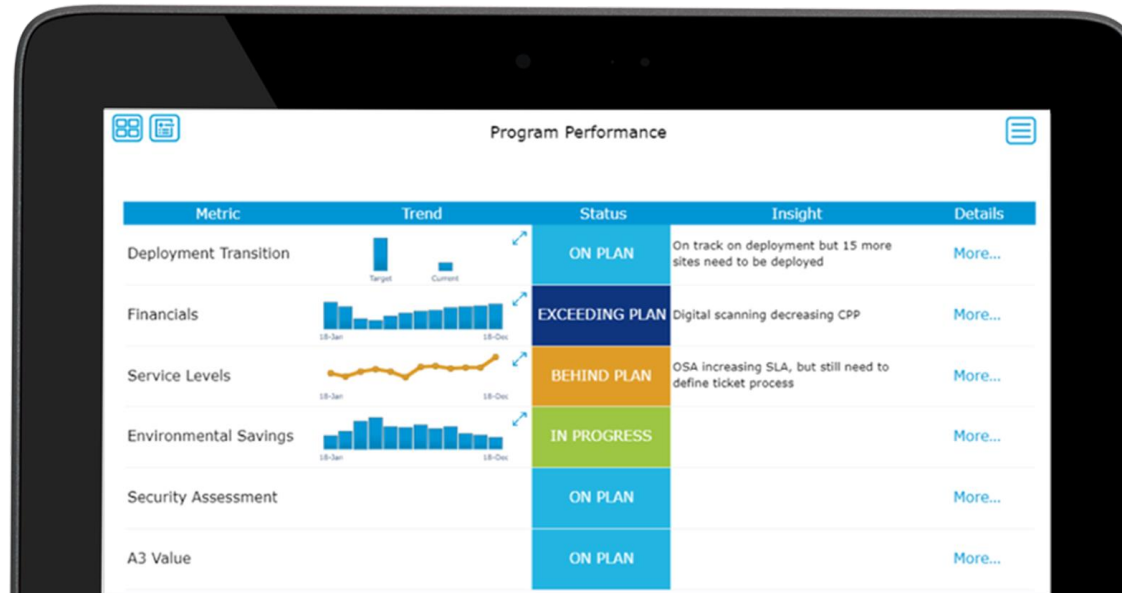Collaborative process to identify and accelerate cost savings and share industry benchmarks

Platform

Robust interactive platform to track and report on actual value realized and what-if scenarios

The VMO—Understanding your priorities

To begin the VMO process, your Managed Print Services (MPS) advisor will collaborate with you to:

- Align decisions to your desired outcomes and goals

- Capture the relevant priorities and milestones on the interactive platform

The online HP Executive Strategic Business Review Service platform includes:

- An interactive "road map" and time line to ensure transparency and accountability for MPS

- A dashboard holds your Key Performance Indicators (KPIs) and data gathered from tracking your printing behaviors across the organization

Your MPS advisor will highlight actionable insights to help you make decisions to improve the efficiency of your print environment.

The VMO—Insights into your print environment for strategic decisions

Use the VMO to find answers to questions like:

- What would be the impact of reducing unnecessary color by 5%?

- What is the benefit of increasing the adoption of duplexing by 10%?

- How are we doing compared to others in our industry?

- Where should we install printers to avoid under- or over-utilization?

- How can we improve printer workflow and productivity?

- Are there weak points in our printer security measures?

SUSTAINABILITY THROUGH ENVIRONMENTAL STEWARDSHIP

HP helps you balance the triple bottom line

Management of change opportunity

- Decrease costs and increase value
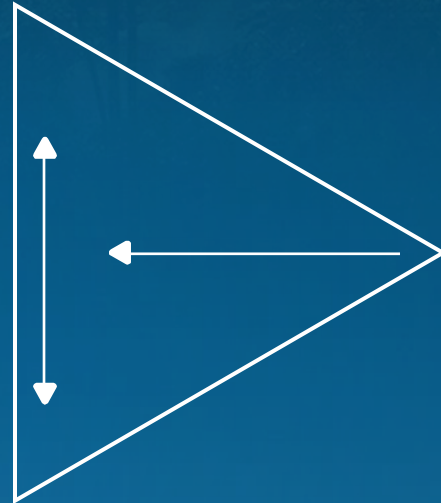- Reduce risks
- Improve productivity

Profits

- Maximize flexibility
- Keep it simple
- Help ensure it's reliable

People

Planet

- Decrease consumption
- Increase recycling
- Decrease carbon emissions
- Demonstrate sustainability

Sustainability-minded hardware, services, and supplies

Typical savings of **10-30%** in printing costs, and millions of pages in reduced paper waste with HP MPS*

Energy use reduced by **20-40%** with HP MPS*

Since 2010, HP has reduced energy consumption of our HP LaserJet portfolio by **56%** on average*

HP PageWide printers reduce energy consumption by up to **35-70%***

HP PageWide Enterprise and Pro printers are the industry's most energy-efficient business printers in their classes,* achieving Energy Star®, Blue Angel, and EPEAT Silver certification*

HP PageWide printers generate up to **77%** less supplies and packaging waste than comparable laser printers*

HP PageWide printers can reduce the carbon footprint of printing by up to **36-45%***

REAL-WORLD RESULTS

HP partner case study—PCM

PCM offers HP Print At Your Service for hassle-free SMB printing with predictable costs and supplies auto-delivery

up to **50%** savings on Original HP supplies, and service, keeping printers working smoothly and reducing downtime

"The proactive management of HP Print At Your Service provides the benefit of convenience so that customers just don't need to worry about print supplies or service again."

"HP is our number one business partner. The HP Print At Your Service program offers innovative solutions, best-in-class support, flexibility, and customer convenience. It's easy to see why HP leads the way."

–Adam Shaffer, EVP Marketing, PCM

Hear what HP customers are saying

Mary Buananno
CTO, Steward Healthcare

Selection criteria
- Customer service
- Management and supportability
- Hardware Innovation
- Cost effective solutions
- Healthcare experience
- Security focus

Why HP

"**HP's ability to support and manage the fleet … they have the technology and tools that are superior to other vendors.** HP has already jumped through hoops and we haven't been able to throw anything at them that they haven't been able to help us with … which is refreshing!"

Vertical expertise

"HP has such a **major focus on healthcare** and their healthcare vertical is staffed with knowledgeable employees. **They understand our challenges and are sensitive the more challenging demands that hospitals have.**"

HP case study—Healthcare

Implementing HP Managed Print Services has reduced print costs at Houston Healthcare by **48%***

"Printing simply was not being monitored or managed. We didn't know our total costs for printing. We weren't tracking anything and no one was assigned responsibility.

"With HP MPS, I know exactly what I'm paying to print, and exactly how much we're saving. After 15 years in the healthcare field, this is one of the few times when I can show hard dollar savings every day."

– George Curtis,
CIO, Houston Healthcare

HP case study—Manufacturing

Kelly-Moore Paints reduced internal printing costs by 60% with HP MPS*

"Gaining… visibility into our print usage was one of my highest goals for MPS, and the HP solution delivers just what we need. Having that kind of print data drives better decision-making, both for our corporate locations and stores."

"It was important to us that HP was willing to take on management of our existing non-HP printers as well. As we move forward, we expect to replace them with HP models and move toward a more standardized print fleet."

– Vojta Borovian,
IT Director, Kelly-Moore Paints

HP case study—Education

"I would receive calls and emails with issues and concerns about the print solution. That means issues escalated past my help-desk lead, past my technical-repair lead, past my operations coordinator, and made it all the way to me."

"We considered different options and decided HP MPS was the best fit for our district. I was upfront that our goal was to transition to a paperless environment and HP was willing to jump in and help us with that initiative."

– Tendaji Jamal,
CTO, Pasadena Unified School District

HP case study—Higher education

Bellevue College, near Seattle, Washington, uses HP MPS to manage 500+ multifunction printers

"I wanted to get our staff back working on our larger IT issues, and award the print management to a proven vendor as a solution."

"HP MPS has a very tested methodology and phased approach…It's like we hired 13 new full-time IT staff."

– Russ Beard, vice president of Information Technology Services, Bellevue College

HP case study—Financial services

SIX implements harmonized and secure print environment

"Standardization of the printer infrastructure and devices became necessary to simplify printing for employees across locations. This was an important aspect of the internationalization strategy. HP Managed Print Services supports the 'one company' approach at SIX."

"The security of the entire network has been realized by the combination of hardware and software, meaning the particular strict security standards of the finance industry are met. It 'supports SIX in the re-certification of important industry standards such as PCI.'"

– Philipp Wälti,
system engineer and project manager, SIX

HP case study—Financial services

Integrated HP solution delivers high performance and secure printing

"I hear nothing but praise from the staff in our departments. They arrive at the multifunction device, collect their prints and take them straight off to their meeting or back to their workstation."

"With HP JetAdvantage Security Manager, we can rest assured that we have a secure printer fleet that meets the banking industry's regulatory requirements in terms of risk management. Add in the SafeCom software and we are well ahead of the game with regard to security technology."

– Herbert Bayerl,
IT project manager, Münchener Hypothekenbank

THE HP DIFFERENCE

HP leadership

Strategic investments to meet clients' evolving needs

#1
America's most responsible companies*

170
Countries

36+
Years of experience

#11
World's 250 best-managed companies*

KEYPOINT INTELLIGENCE

Awards
Healthcare, Education, Financial Services, Retail, Security, Mobility, Reliability, and MFP Accessibility*

1,000,000+
Devices under contract

Partnership that powers you forward

MERCK

"With HP MPS, we are now able to focus strategically in a way that impacts the business."

— Drew Pawlak, Director
Global Client Services and Americas Service Management, Merck

MERCURY INSURANCE GROUP

"Most providers can fix hardware; very few can enable us to run our business. HP capabilities are essential to succeeding in any Managed Print outsourcing services."

— Abby Hosseini, CTO
Mercury Insurance Group

MetLife®

"HP outlined a very comprehensive solution combined with services to meet our efficiency, security, infrastructure, and environmental goals."

— Brian Fortney, Assistant VP
Enterprise Infrastructure Operations, MetLife

DREAMWORKS

"Our overall approval process cycle time has gone down dramatically. The search-and-find missions are essentially gone."

— Derek Chan, Head of Technology Global Operations
DreamWorks Animation SKG

L'ORÉAL

" The HP MPS program is really a deepening of the change that began many years ago in our views on sustainability. People come and watch, and see two of the best known companies in the world showing that you can grow business the right way."

— Olivier Dersch, CTO
L'Oréal

The Walt Disney Company

"We wanted to engage printing experts to help us identify environmentally responsible printing solutions using technology that would best serve our needs."

— **The Walt Disney Company**

HP Managed Services global industry leadership

Top 10 by industry

7 of the top 10 Automotive and truck manufacturers
are HP MPS clients**

6 of the top 10 Technology hardware and equipment
companies are HP MPS clients*

6 of the top 10 Telecommunications services
companies are HP MPS clients*

6 of the top 10 Conglomerates
are HP MPS clients*

8 of the top 10 Banks
are HP MPS clients*

8 of the top 10 Pharmaceutical
companies are HP MPS clients*

7 of the top 10 Capital goods
companies are HP MPS clients*

5 of the top 10 Healthcare equip and services
are HP MPS clients*

5 of the top 10 Oil and gas
companies are HP MPS clients*

6 of the top 10 Insurance
companies are HP MPS clients*

6 of the top 10 Utilities
are HP MPS clients**

HP named as a strong partner

"Strong IT credentials"

"Comprehensive, scalable global service portfolio …."

Source: Quocirca, *Managed Print Services Landscape, 2019*, Louella Fernandes, December 2019.

"HP's broad portfolio is differentiated in particular by its enhanced security assessments, analytics-led strategic reviews and workflow solutions, which support a client's digital transformation journey."

Source: Quocirca, *Managed Print Services Landscape, 2019*, Louella Fernandes, December 2019.

Where do we go from here?

Engage in a strategic conversation

Perform an assessment

Partner with us to protect and manage your environment

THANK YOU

ADDITIONAL SUPPORT SLIDES

HP MPS: DELIVERING VALUE TO OUR CLIENTS

SIMPLIFY	INNOVATE	AUTOMATE
Smart and cost-effective	Enables growth	Provides efficiency and scale

CREATE A SEAMLESS CUSTOMER EXPERIENCE THROUGH TECHNOLOGY...

Print security	Comprehensive portfolio	Innovation technology	Exceptional quality	Sustainability	Reliable devices and supplies	Fleet management
Delivering peace of mind in a fast-moving world	From low-end printers to production-class web presses and 3D printing solutions	Enhancing your users' experience	With consistent delivery	With a supply chain you can trust to reflect your values and our longtime leadership.	A service that helps you grow your business	An automated or manual option, including supplies for all of your multivendor supported devices.

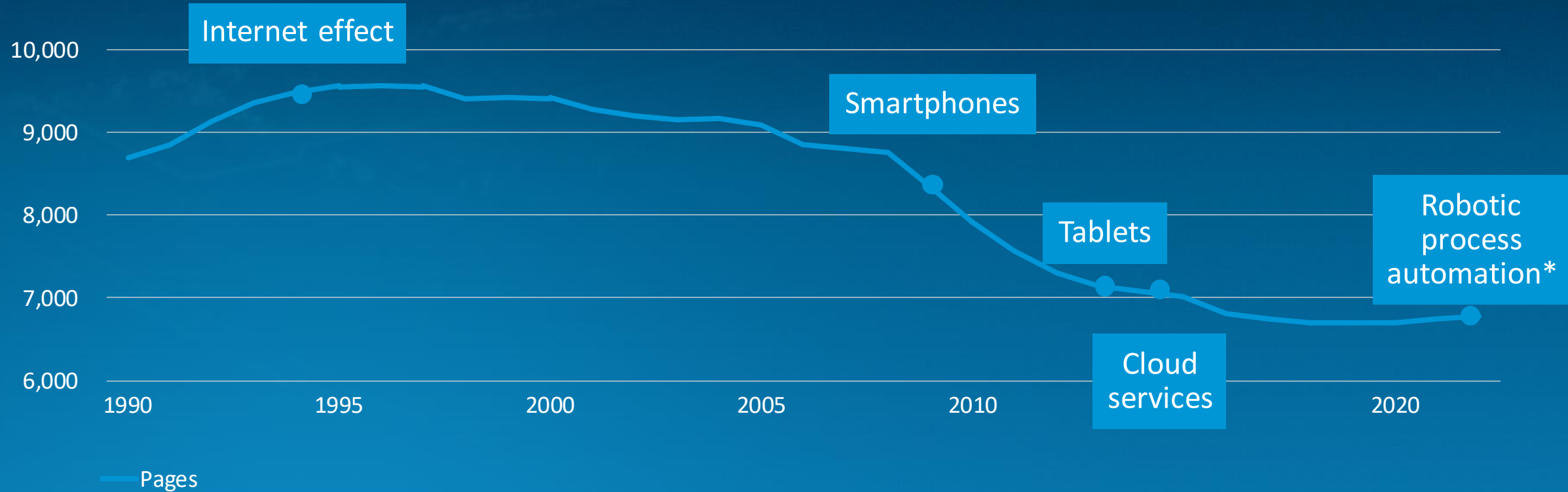| Industry solutions	Extensibility	Global alliances and partners	Smart Device Services	CRD/production printing	Commitment to R&D
Proven solutions to ensure efficiency for your industry	Scaling up or down as your business climate dictates	Ensuring reliable service delivery wherever you are	Giving you the outcomes you need by finding efficiencies	Delivering solutions that make you stand out	Using visionaries and problem-solvers to keeping you at the cutting edge of technology

...giving you the freedom to focus on your core business

A perspective over time…

Average "office" pages consumed per user per year

Internet effect

Smartphones

Tablets

Robotic process automation*

Cloud services

10,000
9,000
8,000
7,000
6,000

1990   1995   2000   2005   2010   2020

Pages

Source: ALL Associates Group, July 2019
Copyright © ALL Associates Group 2019

c05988196, April 2020, Rev. 5

*
https://en.wikipedia.org/wiki/Robotic_process_automation
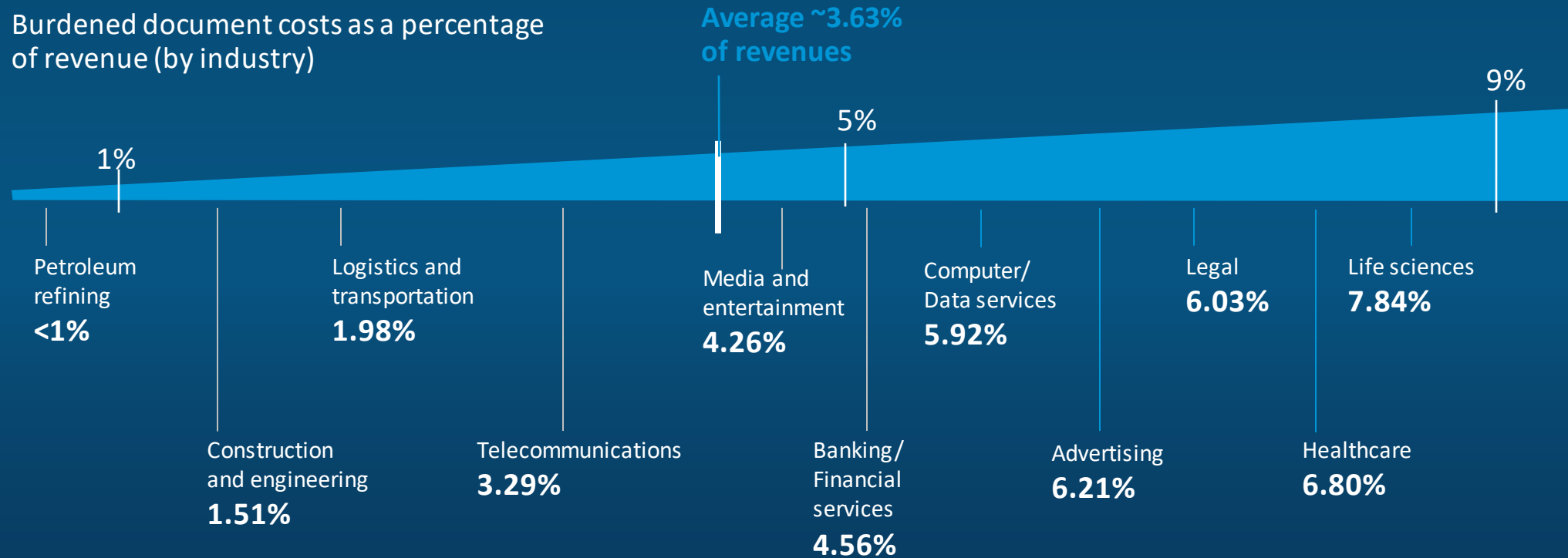
Burdened cost of documents

Every $1 spent printing involves another $9-14 to manage it

Burdened document costs as a percentage of revenue (by industry)

Average ~3.63% of revenues

9%

1%

5%

Petroleum refining
<1%

Logistics and transportation
1.98%

Media and entertainment
4.26%

Computer/ Data services
5.92%

Legal
6.03%

Life sciences
7.84%

Construction and engineering
1.51%

Telecommunications
3.29%

Banking/ Financial services
4.56%

Advertising
6.21%

Healthcare
6.80%

The **real** burdened costs of enterprise office documents

Every dollar spent printing involves another fourteen dollars to manage it

Enterprise printing
(office, production, commercial)

**Workflow
79.77%**

52.06% — Document management

27.91% — End-user productivity and time

**Management
14.06%**

4.56% — IT support

4.65% — IT infrastructure

4.60% — Administration, purchasing and facilities

**Infrastructure
6.17%**

6.23% — Hardware, supplies, maintenance, and power

93.83% ($14)

Costs of managing document lifecycle
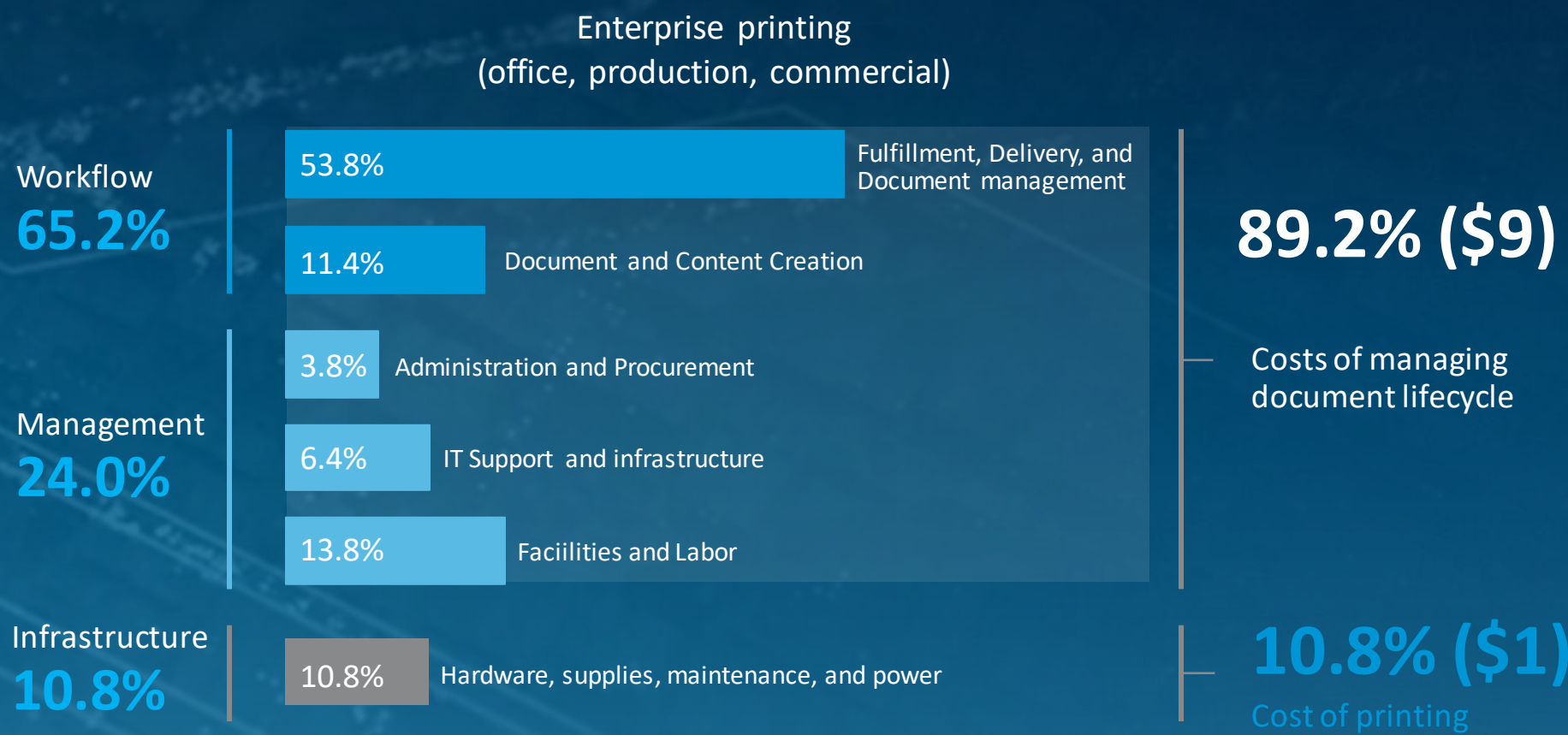
6.17% ($1)
Cost of printing
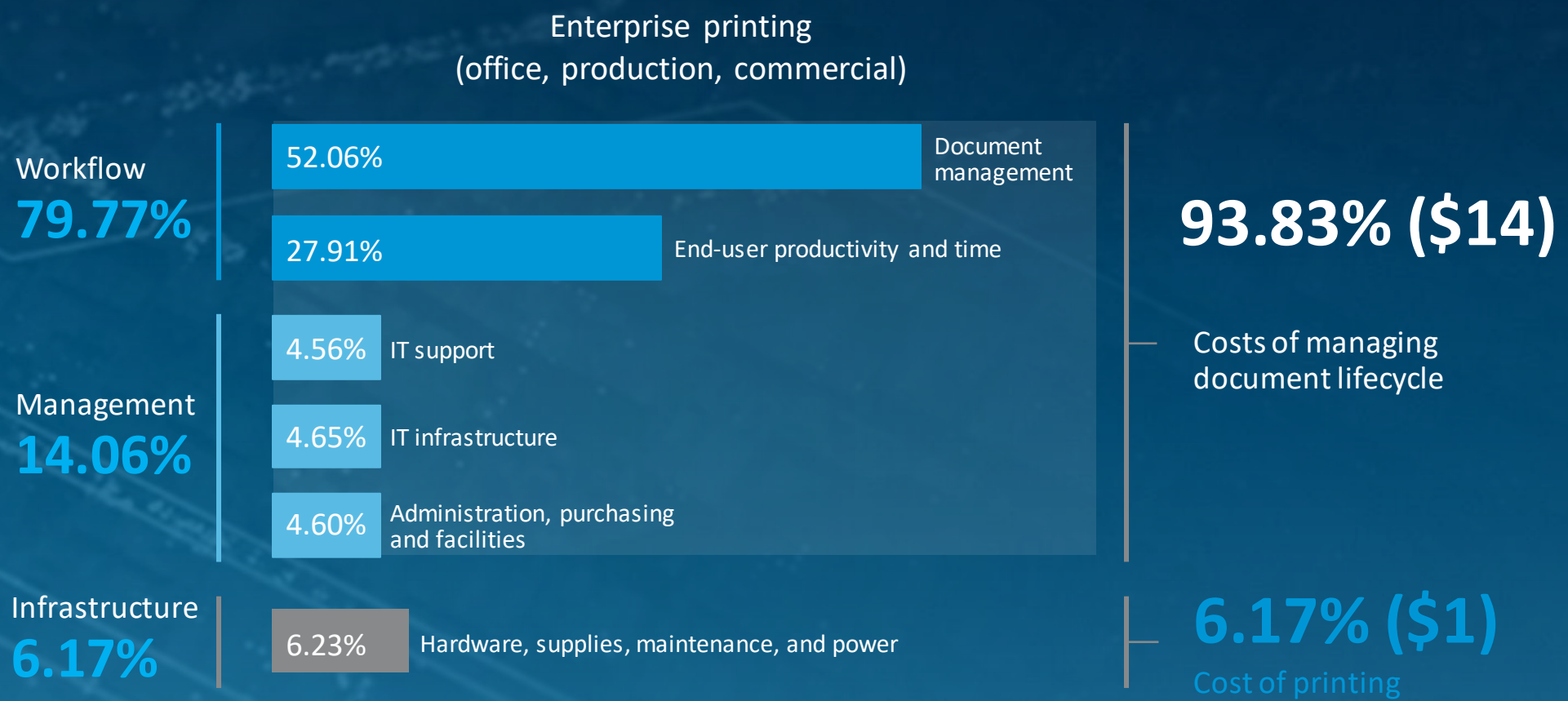
*Source: ALL Associates Group, July 2019
For Largest 5,000 Global Companies

The **real** burdened costs of enterprise production and marketing printing

Every dollar spent printing involves another nine dollars to manage it

Enterprise printing
(office, production, commercial)

Workflow **65.2%**	53.8% Fulfillment, Delivery, and Document management	
	11.4% Document and Content Creation	**89.2% ($9)**
Management **24.0%**	3.8% Administration and Procurement	Costs of managing document lifecycle
	6.4% IT Support and infrastructure	
	13.8% Faciilities and Labor	
Infrastructure **10.8%**	10.8% Hardware, supplies, maintenance, and power	**10.8% ($1)** Cost of printing

*Source: ALL Associates Group, July 2019
For Largest 5,000 Global Companies

hp

<<Client name>> business objectives and IT priorities

Business objectives

- xxx
- xxx
- xxx
- xxx
- xxx
- xxx

IT priorities

- xxx
- xxx
- xxx
- xxx
- xxx
- xxx

Banking client business priorities and IT priorities

Business priorities

- Building trust
- Putting customers first
- Managing risk
- Managing expenses
- Growing revenues
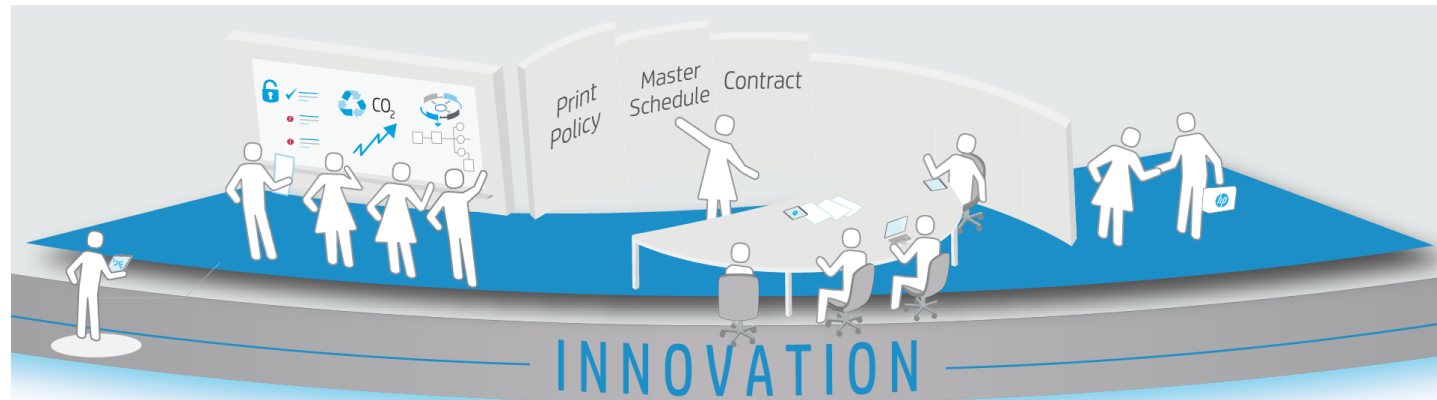- Connecting with communities and stakeholders
- Living our vision and values

IT priorities

- Deliver next generation of payments capabilities
- Advance digital and online offerings
- Strengthen risk-management practices
- Spend on targeted innovation initiatives

Design

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

Discovery Workshops
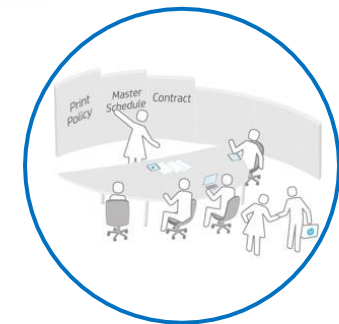Develop strategic plans and roadmaps through in-depth, collaborative sessions

Assessment
Determine optimum future state through insights from fact-based analysis of current state

Hardware & Software
Establish a technology plan—procure new HP or multi-vendor technology, or use current one

Financial/Contract
Design a Master Schedule and Print Policy, and set up financing, contract, and single point of contact

Transition

Move to managed printing without missing a beat

Transition Management
The right equipment and people—where they need to be, when they need to be there

Management of Change
Get the end users ready, willing, and able to work in the new MPS environment

Integration
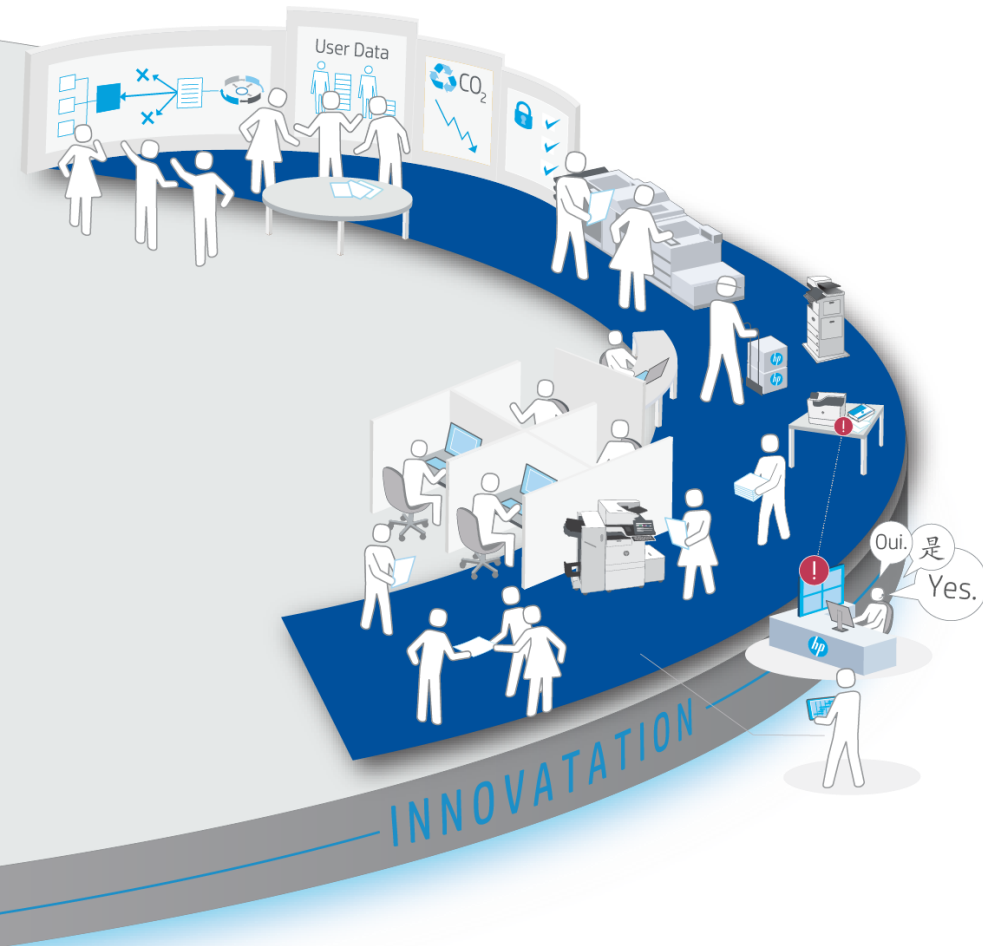Integrate existing support tools, escalation paths, and systems

Implementation
A Transition Manager oversees hardware/ software installs, training, monitoring

Manage & Innovate

Get all the benefits of managed printing—without the work

Support Services

Preventative Maintenance

Remote Management

Supplies Management

Software Maintenance

Change Management

Customer Reporting and Billing

Strategic Business Reviews

End of Device Life Options

HWDI – Design Details

Discovery Workshops

Bring together the executive and operational leadership of your organization to develop strategies that align to your IT and business needs

Strategy Workshops | Industry Workshops | Technology Workshops

Pre-workshop
Stakeholder identification
Customer and industry research
Pre-workshop interviews
HP imaging and printing best practices

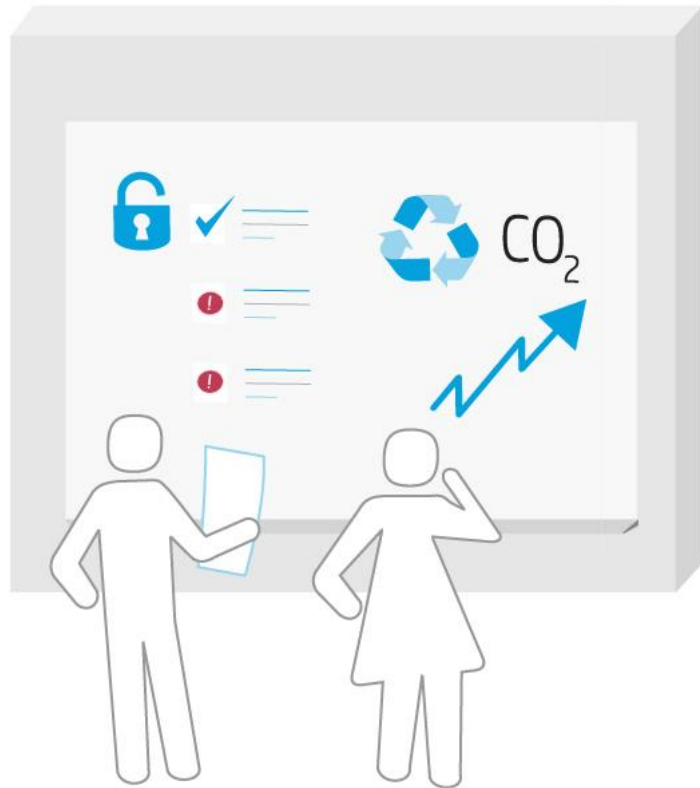**Half-day Session**
HP and client

HP Deliverable
Post-workshop report
- Findings
- Recommendations
- Plan/roadmap

Assessment

Determine optimum future state through insights from fact-based analysis of current state

Planning and preparation

Analysis

Interviews and data gathering
Remote and onsite
Manual and automated

Assessment
Industry Benchmark,
Optimization,
Eco Printing, Workflow
Discovery, and more

Present findings and recommendations

Hardware & Software

Establish technology plan—procure new HP or multi-vendor technology, or use current fleet

New HP technology
Procure new HP technology, and count on a consistent, single-vendor fleet and a partner who knows how to best manage it. Choose payment options that meet your business needs and budget preferences.

Multi-vendor technology
Meet specialty printing and imaging needs with new hardware and software from a range of manufacturers.

Client-owned hardware
Get supplies, services, and management for your current fleet.

Client outcomes
- Provide single point of accountability
- Minimize installation disruptions and delays
- Reduce capital outlay
- Decrease procurement and administration staff workload
- Establish predictable payment schedule
- Leverage HP financial services as a captive lessor
- Handle management of all ordering activity, shipment tracking, and coordination with installation events
- Include shipping, freight, and inside delivery
- Offer customized delivery options
- Make payment to hardware provider (HP Direct or reseller)

Whether you procure new devices, or use your current fleet, HP technicians can handle both HP and non-HP devices from a range of vendors.

Financial/Contract

Make a viable long-term plan, set expectations, and show the way

Print Policy
Align printing and imaging policies with business needs to develop a governance framework for deploying and delivering managed print services across the enterprise

Master Schedule
Access a single plan that puts the right equipment in the right place at the right time
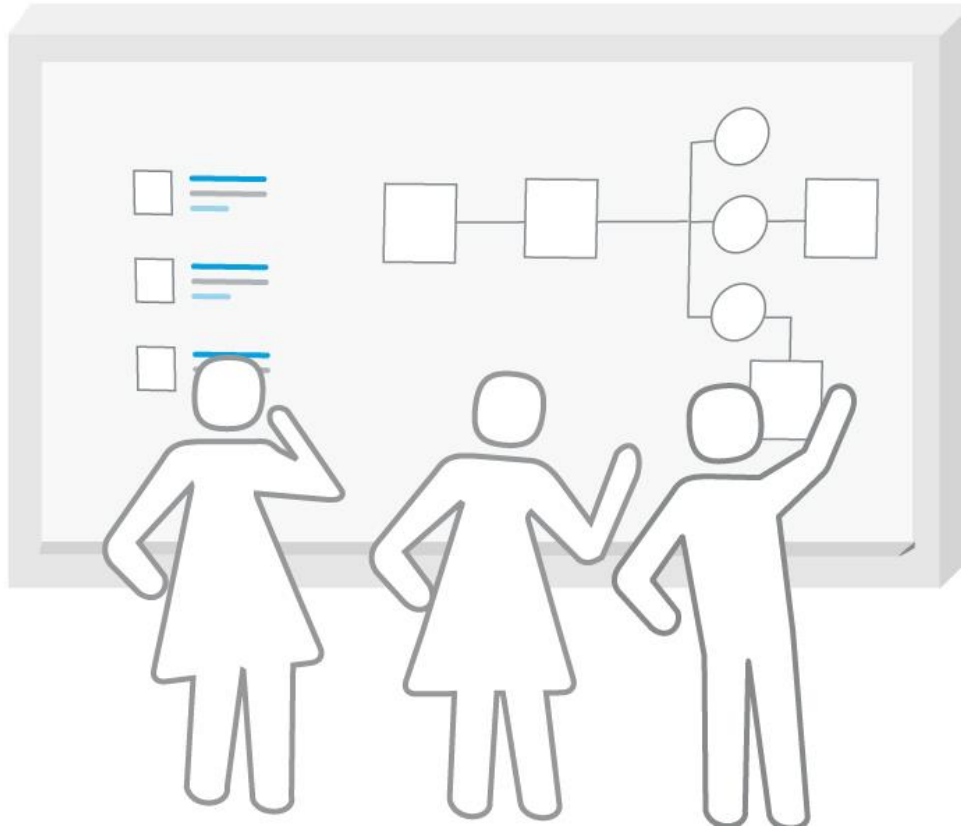
Contract
Establish HP as your single point of accountability, and clearly define roles, responsibilities, terms, and conditions

HWDI – Transition Details

Transition Management

Coordinate a successful implementation across the enterprise while reducing downtime and improving efficiency

Governance
- Identify resources
- Assign roles
- Establish schedules

Transition Planning Kit
Methodology • Checklists • Templates • Best Practices

Integration

HP JetAdvantage Partner Programs and Solutions Certification

Powered by the HP Open Extensibility Platform

HP JetAdvantage Solutions Partner
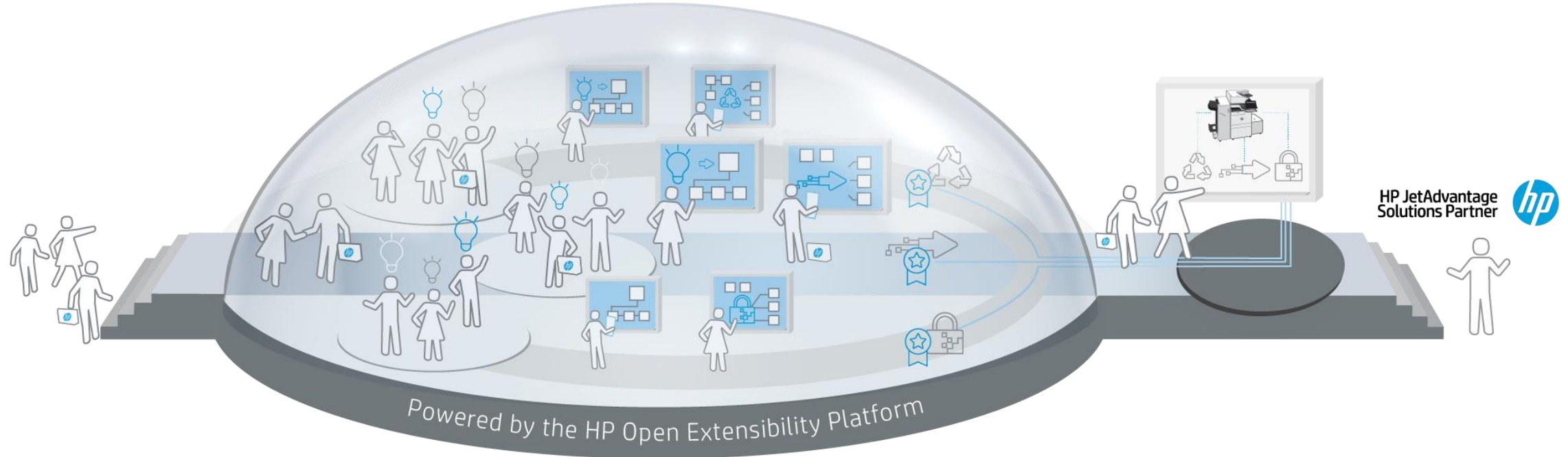
Manage Partner Ecosystem
- Recruit industry-leading partners
- Establish development standards
- Enable access to OXP
- Provide training and support
- Reward innovation and quality

Accredit, Test and Certify
- Review design and development processes
- Evaluate, test, and certify solutions
- Award certification

Extend Capabilities and Enhance Value
- Protect investments
- Optimize the client experience
- Simplify/accelerate development
- Promote integration and interoperability

Implementation

Deployment, installation, and testing

Deploy / Install
- Coordinate delivery
- Install hardware
- Install software

Test / Approve
- Ensure functionality
- Prepare enterprise launch

HWDI – Innovation Details

Manage & Innovation

HP understands partnership means being there day in and day out

Support Services
Keep your business up and running:

- NBD Onsite Response (9x5)
  (HP and multivendor options)[1]

- NBD Exchange (9x5)[1]

- NBD Onsite Exchange (9x5)

- 4-Hour Onsite Response (9x5)
  (HP and multivendor options)

- 4-Hour Onsite Response (13x5) (U.S. only)

- 6-Hour Call to Repair (Mexico only)

- HP Priority Phone Support

- 24x7 Phone Support (Afterhours support)[1]

Preventative Maintenance
Maintain optimal performance:

- Maintenance Kit Replacement Service

- Maintenance Kit Shipment Only
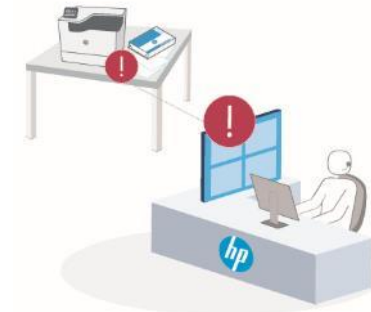
Remote Management
Free up IT time with HP remote services:

- Base Remote Service

- Device decommissioning

- Device password management

- Proactive Diagnostic and Support for
  hardware malfunctions

- Custom Remote Management Services

- Print Security Governance and
  Compliance Service

[1] Travel zone and shipping restrictions apply. Country availability may vary. For more information, see hp.com/go/mps.

Manage & Innovation

HP offers reliable products, technical expertise, solutions, and services to help you grow your business

Supplies Management
Get supplies quickly—right when you need them:

- Automated Supplies Management (HP brand and non-brand)
- Customer supplies ordering (manual)
- Multivendor supplies

Software Maintenance
Apply software changes to your fleet to enable to best workflows for your organization:

- HP JetAdvantage Pull Print Solution Administration
- Safecom/HP Administration
- Software Post Sales Support
- Software Accessories Support
- HP Jetadmin Premium Support Service

Change Management
Get professional services from an HP technician:

- Move devices to a new location
- Install, de-install, or re-install devices
- Add or change new devices, software, and services

Manage & Innovation

A partnership for real-time access to information and insights that provides full transparency and data driven discussions that deliver continuous innovation
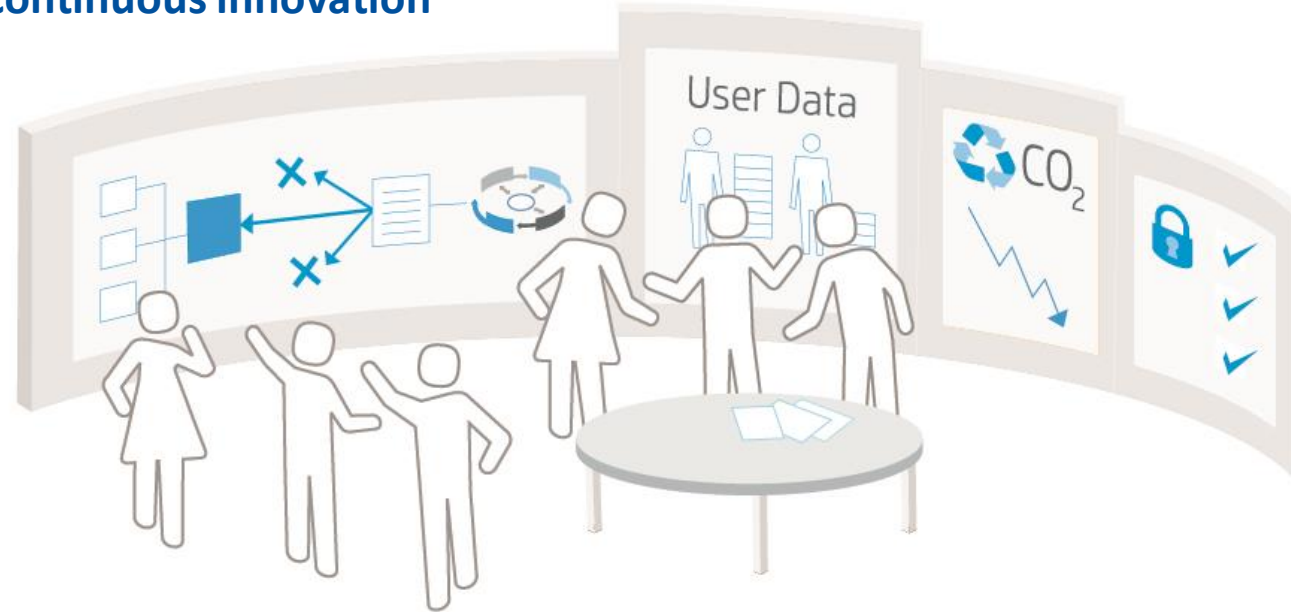
Customer Reporting and Billing

Benefit from ongoing visibility into your print environment:

- Invoicing: receive regular invoices and get reports with device billing details
- Device Control Center (DCC)/Service Portal: get utilization reports, track supplies levels, view orders, and place service requests

Strategic Business Reviews

Periodic performance reviews of your MPS program and a roadmap for continuous innovation:

- Account Delivery Management (ADM)
- Periodic alignment with business objectives
- Savings and sustainability
- Innovation and Digital Transformation

End of Device Life Options

Get help returning or disposing of your devices in a safe and environmentally conscious manner:

- Asset Recovery Services: Pack and Ship/ Custom
- Disk initialization services

Disclaimers and trademarks (1 of 2)

Disclaimers

50% faster than competitors: Comparison of HP PageWide A3 devices with leading in-class color ink/laser MFPs ($3,000–$11,299 and €2,820-€11,199), and color ink/laser single function printers ($1,500-$4,799 and €1,410-€4,599) as of February 2018; market share as reported by IDC as of Q3 2017, excluding other HP PageWide products. HP PageWide speeds based on General Office mode and exclude first page. Learn more at hp.com/go/printerspeeds.

50% savings based on a 12-month service contract for HP Print At Your Service frequent printing plans and printing all, or more than, the number of pages included in the frequent plan. Based on 60/40 monochrome/color pages with area coverage similar to ISO/IEC 19752/24712 test pages.

Bellevue College case study: http://h20195.www2.hp.com/V2/GetDocument.aspx?docname=4AA5-9944ENW.

Digitization: Key to SMB success: Based on research conducted amongst 288 US and European SMBs. More information can be found at print2025.com.

EPEAT®: EPEAT® registered where applicable. EPEAT registration varies by country. See epeat.net for registration status by country.

Fastest speeds in class: Comparison of HP PageWide A3 devices with leading in-class color ink/laser MFPs ($3,000–$11,299 and €2,820-€11,199), and color ink/laser single function printers ($1,500-$4,799 and €1,410-€4,599) as of February 2018; market share as reported by IDC as of Q3 2017, excluding other HP PageWide products. HP PageWide speeds based on General Office mode and exclude first page. Learn more at hp.com/go/printerspeeds.

Fewer service parts and ultra-low service costs: Fewer service parts claim based on HP analysis of leading in-class A3 color laser printers and MFPs as of February 2018; calculations use publicly available and/or published manufacturer rated yields for long-life consumables and assume 600,000 pages printed (using a 60% black/40% color ratio). Learn more at hp.com/go/pagewideclaims.

George Brasher quote: Computer Business Review, "Change your mind in 2018—it'll change your business," George Brasher, February 2018.

HP JetAdvantage Security Manager: HP JetAdvantage Security Manager must be purchased separately. For details, see hp.com/go/securitymanager.

HP Access Control: HP Access Control must be purchased separately. To learn more, please visit hp.com/go/hpac.

HP Poised to be the Leading Player: Quocirca, Print 2025: print2025.com.

IoT and security: Inc World, "HP Launches World's Most Secure Large Format Printers for GIS Mapping", January 2018.

Keypoint/BLI Pacesetter award: Keypoint Intelligence, BLI PaceSetter 2017-2018, BLI PaceSetter 2018-2019, and BLI PaceSetter 2019-2020 (various awards also in printer, MFP, scanner product categories). Complete reports at www.hp.com/go/analystscorner and https://keypointintelligence.com/news/awards/2019-2020/canon-hp-take-home-first-ever-bli-pacesetter-awards-for-leadership-in-mfp-accessibility/.

Layers of smart defense: Includes device, data, and document security capabilities by leading managed print service providers. Based on HP review of 2017 publicly available information on security services, security and management software and device embedded security features of their competitive in-class printers. For more information, visit hp.com/go/MPSsecurityclaims or hp.com/go/mps.

Low energy use: Energy claim based on TEC data reported on energystar.gov as of February 2018. Data normalized to determine energy efficiency of in-class A3 color laser printers and MFPs with published speeds of 20 to 80 ppm, excluding other HP PageWide products. Subject to device settings. Actual results may vary.

HP Mid-Market customer insights study – slide 36 of MPS blueprint.

Maximum input capacity: Maximum input capacity may require purchase of additional optional input accessory.

Most energy-efficient in-class: Energy claim based on TEC data reported on energystar.gov. Data normalized to determine energy efficiency of majority of in-class A3 color business printers $1,000-2,500 USD or €900-€2,300 Euros and MFPs $2,000–$5,000 USD or €2,000-€4,500 Euros as of August 2016, excluding other HP Page Wide products, and products with 1% or lower market share using market share as reported by IDC as of Q2 2016. Subject to device settings. Actual results may vary.

Move to the Cloud: Cloud News, "Managed Security Market Revenue to touch $56.3 Billion by 2024: ERC report", Virendra Soni, January 2018

MünchenerHyp Case study: http://www8.hp.com/h20195/v2/GetDocument.aspx?docname=4AA7-1719EEE.

Paper-free process: Quocirca, Print2025 report by Louella Fernandes, March 2018.

Print speed: Measured using ISO/IEC 24734, excludes first set of test documents. For more information, see hp.com/go/printerclaims. Exact speed varies depending on the system configuration, software application, driver, and document complexity.

Quocirca, Managed Print Services Landscape, 2018; October 2018. (Link to the report: https://h20195.www2.hp.com/V2/getpdf.aspx/4AA7-4511ENW.pdf)

Quocirca, Print 2025 quotes: "36% believe HP will be most successful heading towards 2025" by print industry executives (interviews with OEM, ISV, and channel print executives). Louella Fernandes, January 2018 (sample size: 55). print2025.com

Reduced print costs at Houston Healthcare: Previous lease and service contract costs compared with current HP MPS contract costs. Case study: http://h20195.www2.hp.com/V2/GetDocument.aspx?docname=4AA5-4951ENW&cc=us&lc=en.

Reduced print costs at Kelly-Moore Paints: Previous lease and service contract costs compared with current HP MPS contract costs. Case study: http://h20195.www2.hp.com/V2/GetDocument.aspx?docname=4AA5-7515ENW&cc=us&lc=en.

Reliability 2018-2021 award: HP was named Buyers Lab's Most Reliable Business Printer & MFP Brand by the analysts at Buyers Lab (BLI) in their Keypoint Intelligence Buyers Lab report July, 2018. For more information, see https://www.keypointintelligence.com.

Reliability award usage rights: HP has purchased the WW usage rights for this award. The award can be used in customer-facing marketing material in all regions.

Remediation SLA: HP will endeavor to remotely provide 97% compliance remediation ("Remediation SLA") for all qualifying devices that are viewable and remain in reporting status on the DCA. Any device that has security policies set to "detect presence only" and/or deemed to be a Non-Reporting Device at any time 30 days prior to Remediation SLA measurement, shall not be included in the measurement for the Remediation SLA.

Response to evolving consumer expectations: IDC, "U.S. and Worldwide Production Color Forecast, 2017-2021: Help Customers See What Is Possible with Digital Color," Amy Machado, September 2017.

Rise of mobility: 1 Quocirca, Print2025 by Print Industry Executives (interviews with OEM, ISV, and channel print executives), Louella Fernandes, January 2018 (sample size: 55). For details, see https://h20195.www2.hp.com/V2/getpdf.aspx/c05956826.pdf

RMPV: HP recommends that the number of printed pages per month be within the stated range for optimum device performance, based on factors including supplies replacement intervals and device life over an extended warranty period.

Select support services: Travel zone and shipping restrictions apply. Country availability may vary. For more information, see hp.com/go/mps.

SIX case study: http://www8.hp.com/h20195/v2/GetDocument.aspx?docname=4AA6-5365EEE.

Disclaimers and trademarks (2 of 2)

Disclaimers

Sustainability slide - 10-30% paper savings and 20-40% energy savings: Estimated energy and paper savings based on analysis of select HP Managed Print Services customers' imaging and printing operations using data gathered on devices and paper consumption and comparing with post-MPS actuals or projections. Results depend on unique business environments, the way HP products and services are used, and other factors. Overall printing costs are unique to each company and should not be relied on for savings you may achieve.

Sustainability slide - 56% reduced energy consumption claim: The average energy consumption (based on ENERGY STAR® program's Typical Electricity Consumption (TEC)) of HP products was estimated annually between 2010 and 2015 using high-volume product lines representative of the overall shipped product volume. The high-volume product lines include HP LaserJet.

Sustainability slide — 35-70% and 77% claims: Energy consumption .835 kWh/week based on Keypoint Intelligence/Buyer's Laboratory test report "HP PageWide Managed Color Flow MFP E77650z vs. Competitive Laser Models," January 2019.

Sustainability slide — 36-45% claims: Carbon dioxide equivalent (CO_2e) savings based on the average lifetime use of printing 100,000 pages. Peer-reviewed life cycle assessment models commissioned by HP and conducted by thinkstep for inkjet (August 2016) and LaserJet (May 2016) and updated in 2018. Specific results run by HP internal LCA experts.

Top 10 by industry MPS client claims: Claims based on Forbes 2018 — Global 2000 World's Leading Companies, published June 6, 2018; HP Internal Data.

Top 10 by industry MPS client claims: Claims based on Fortune 2018 — Global 500 , published July 19, 2018; HP Internal Data.

Trends for Small to Midsize Businesses' claims: Keypoint Intelligence, "The SMB Market Opportunity," Lisa Cross, March 2018.

World's most secure printers: Claim based on HP review of 2019 published features of competitive in-class printers. Only HP offers a combination of security features to automatically detect, stop, and recover from attacks with a self-healing reboot, in alignment with NIST SP 800-193 guidelines for device cyber resiliency. For a list of compatible products, visit hp.com/go/PrintersThatProtect. For more information, visit hp.com/go/printersecurityclaims.

Trademarks

Apple is a trademark of Apple Inc.
Microsoft is a U.S. registered trademark of the Microsoft group of companies.