

HP Managed Print Services

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HIT PRINT
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HP's approach for delivering managed print services to enterprise and public sector organizations around the world

What if you could...

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

Improve productivity and accelerate business results with enhanced document workflows?

Free up time for IT and end users to focus on and invest in customers?

Support ongoing innovation through access to and rigorous analysis of real-time usage data?

Increase environmental sustainability and security with software and services that help you better manage print volume?

In an ever-changing economy, organizations are challenged to develop and maintain technology investment strategies that maximize process improvements and cost savings without compromising future growth. Leaders who invest wisely can change the economics of technology—lowering costs today in a way that allows them to invest in the future and exponentially increase productivity and profitability over time. These organizations will emerge leaner and more competitive through economic cycles. And they will more likely have a firm technology foundation capable of adapting over time.

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

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

How we do it: the HP Managed Print Services approach to maximum value from your investments

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

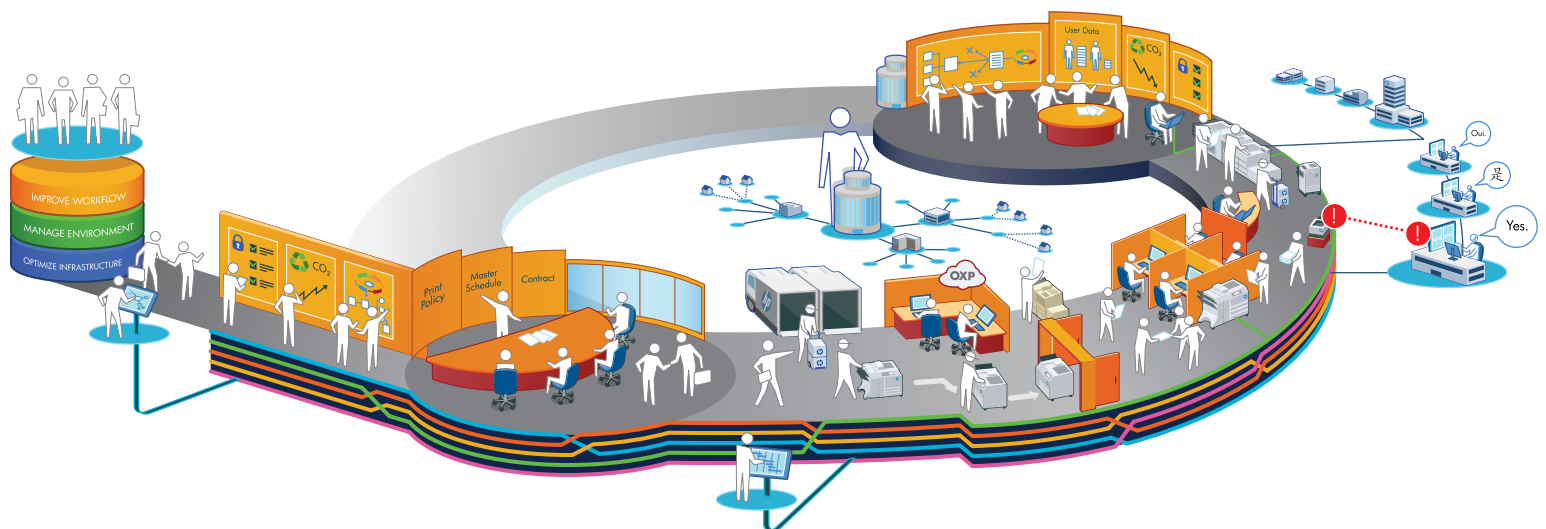


Figure 1. HP Managed Print Services

The HP Managed Print Services approach

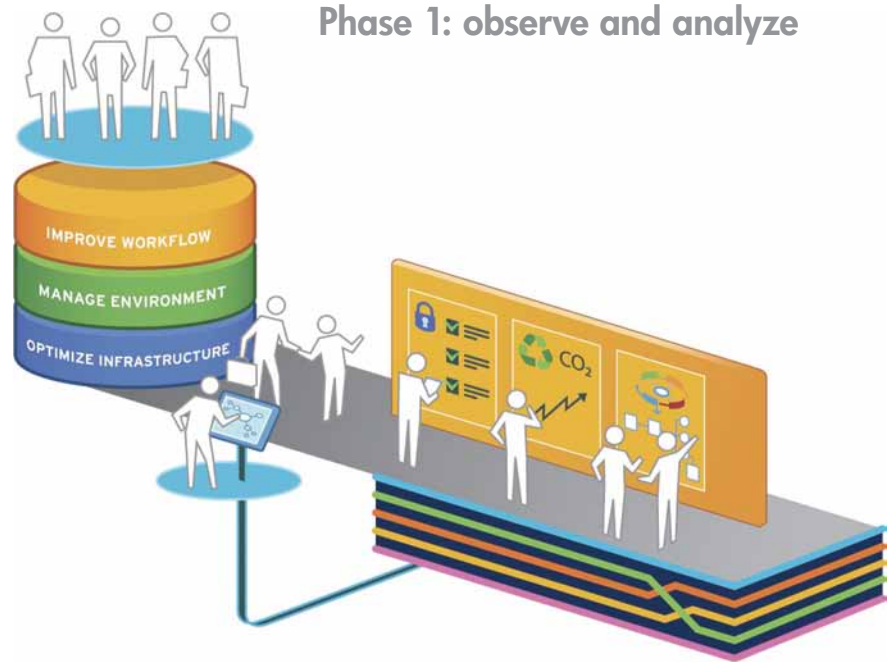
The HP Managed Print Services approach is based on HP's proven three part strategy: optimize your infrastructure, manage the environment and improve workflows. With those strategies in mind, HP works with you to build a plan and a roadmap—and then delivers on that plan and roadmap. The scope of HP's comprehensive and unique approach can be described in four phases:

Phase 1: observe and analyze

Phase 2: plan and propose

Phase 3: deploy and transition

Phase 4: manage and innovate



Phase 1: observe and analyze

Leverage HP experience and expertise to evaluate your organization's needs and identify its goals.

Gaining an accurate, fact-based understanding of your organization's current state and future goals is a critical first step. HP helps you gain this understanding in a number of ways. Collaborative workshops help you reach consensus on the critical issues and business priorities that inform your future-state plan and roadmap. Remote discovery, assessments and due diligence provide audits of your current environment to better understand its cost structure, usage patterns, technology requirements and management practices—and build the business case for change.

Workshops

HP offers a series of consultative planning sessions tailored to your organization and its needs.

Strategy workshops bring together cross-functional groups from your organization (both executive and operational) to gain consensus and begin to map out a strategy for transforming your environment. A time line is built out and designed to deliver business value each step of the way.

Technology workshops focus on topics relevant to your needs, from issue-specific like security workshops to product-specific like HP Web Jetadmin workshops. All are designed to help you get the most value from your technology investments.

Industry workshops provide a forum for HP to share imaging and printing trends specific to your industry and lead active discussions around best practices and how to apply them in your organization.

Remote discovery, assessments and due diligence

HP assessments take stock of your current resources and project their future-state potential.

HP Industry Benchmark Assessment provides a low-cost, predictive modeling appraisal of your potential print spend, calculates how it trends against benchmark metrics and identifies areas for improvement.

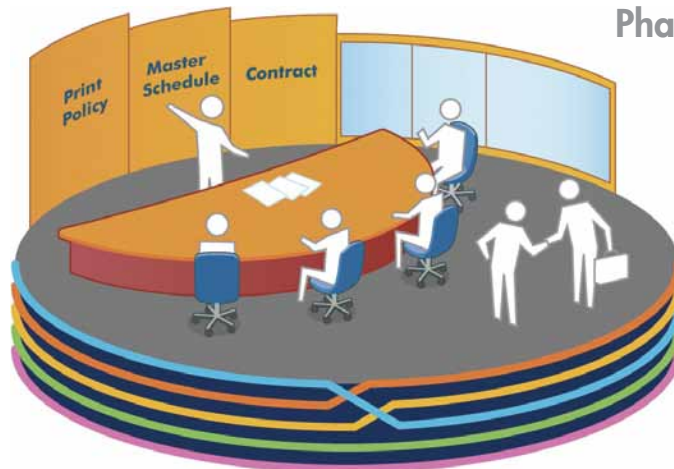
HP Optimization Assessment results in cost-justified recommendations for a future-state fleet design that goes beyond simple ratios to incorporate business solutions and longer-term strategies.

HP Managed Environment Assessment reveals the impact of print output on your organization and provides you with findings, recommendations and a preliminary business case for moving to a managed services approach.

HP Eco Printing Assessment analyzes your current imaging-and-printing carbon footprint, offers recommendations for improvement and projects the positive impact on your future carbon footprint.

HP Workflow Discovery identifies your business-critical, paper-intensive processes and provides a customized workflow analysis and the business case for informed decision making.

HP Due Diligence analyzes the results of your assessment and design templates to determine whether any modifications are needed to meet your organization's specific requirements.



Craft a viable long-term plan, secure sponsorship, set expectations and then lead the way.

The plan and propose phase builds on the results from Phase 1, observe and analyze. This is the point where, together, HP and your organization finalize plans for your imaging and printing transformation. Phase 2 concludes with the mutual approval of three inter-related documents: the print policy, the master schedule and the contract. A management of change kit combined with HP's expertise provides tools and best practices for helping your organization's stakeholders and employees embrace the change.

Print policy

The print policy documents the imaging and printing requirements identified during phase 1, including specifics about your business needs, standards and user-groups. From the vantage point of the print policy, you can see the shift in mindset, processes and benefits your organization will realize once it moves from self-managed printing to outsourced or managed print services.

Master schedule

The master schedule contains the itinerary for the roll out of your new environment and spells out expectations for location-specific deployments. It also sets the stage for the management-of-change process, which includes securing active executive sponsorship and user buy-in.

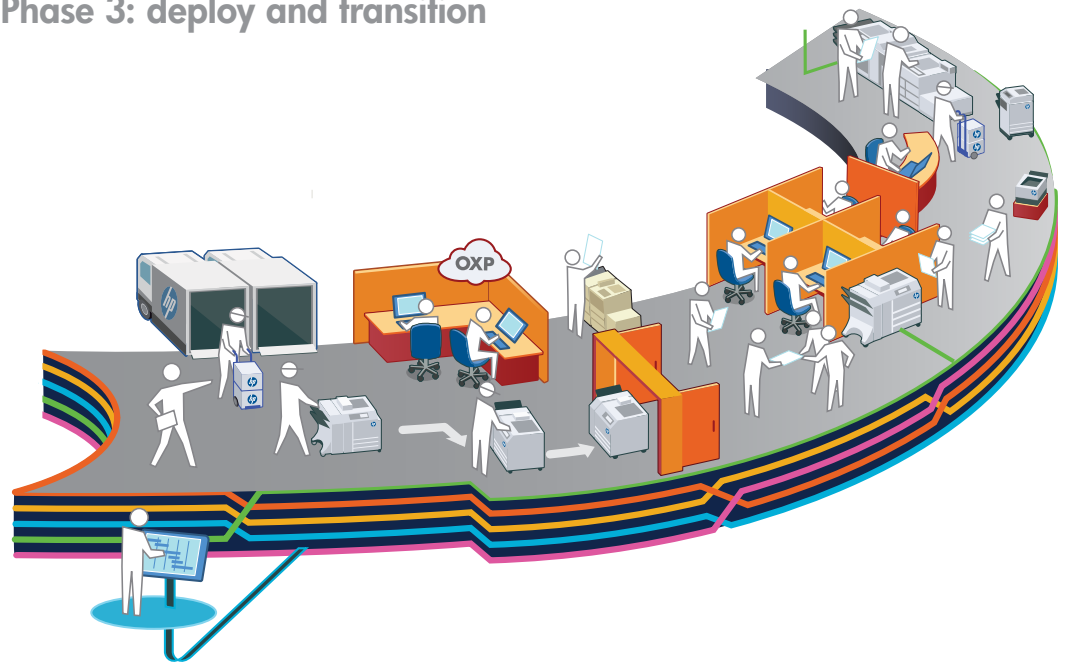
The contract

The contract establishes HP as your single point of accountability for deploying printing as a service in your organization and clearly defines the roles, responsibilities, terms, conditions and obligations HP will live up to.

Management of change

Management of change is a key enabler of success, and HP provides the methodologies, best practices and tools for a smooth transition with minimal disruptions. Components include sponsorship and governance recommendations, communication strategies and training designed to foster end-user acceptance and adoption of the new environment.

Phase 3: deploy and transition



Implement solutions seamlessly with minimal business disruption and maximum organizational benefit.

At this stage, your plans are put into action. Your HP transition manager leads the effort, focusing on all areas critical to a successful deployment. If your plans include workflow solutions, once again, HP becomes your point of accountability for successful implementation and execution.

Transition management

This is where HP's experience in imaging and printing and IT implementation offers you a significant advantage. HP transition managers oversee the implementation, focusing on identifying and minimizing potential issues, minimizing disruptions to business and empowering users through training activities.

Governance describes the overall operating model between your organization and HP. It includes the creation of a program/project management office (PMO), assigns resources, identifies roles and responsibilities, and supports the joint decision making approach. During the deployment, it can also provide forums to communicate project time lines and progress to plan. Ongoing collaboration helps ensure that the right people are involved and expectations are set and met.

Deployment and installation involves the monitoring of all implementation activities. HP leads onsite pre-deployment activities, coordinates equipment and personnel delivery, and verifies that all devices and software are correctly installed.

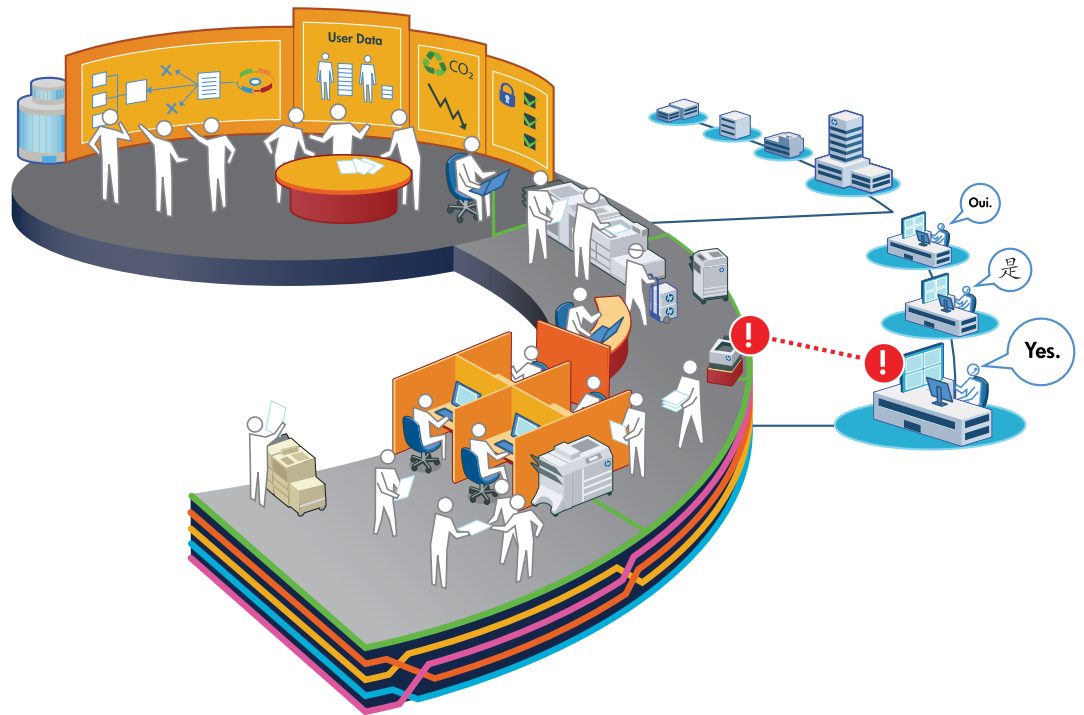
Testing and approval provides final assurance that all aspects of your environment are in place and working correctly. HP executes all the necessary tests.

Partner programs and solutions certification

Workflow solutions help enterprises meet specific imaging and printing needs, maximize ROI, and extend their workforce. The HP Solution Business Partner program (SBPP) allows us to offer you fully compatible, HP-certified software applications and solutions that expand the functionality of your new and existing devices. HP accredits select partners, and qualifies their solutions by evaluating, testing and certifying them through our HP Accreditation, Certification and Test program.

In addition, the HP Open Extensibility Platform (OXP) is recognized throughout the industry for its open web-services applications development capabilities.

Phase 4: manage and innovate



Improve efficiency and enhance workflows to keep your business moving—now and in the future.

As the improvement project transitions from deployment tasks to day-to-day management of your imaging and printing environment, an HP account delivery manager (ADM) provides a single point of accountability for ongoing improvements. Your ADM also works closely with HP remote management centers to proactively identify and resolve issues—before you even know they might exist.

Account delivery manager and business reviews

Your ADM oversees ongoing operations, monitors your environment's performance, analyzes data for trends or issues, and serves as an intermediary for all your concerns. But governance responsibilities are only the beginning. Your ADM also operates as a critical addition to your own staff, one that's accountable for understanding your business priorities and continually delivering results.

Periodic business reviews keep your organization up to date on all progress and issues and provide recommendations for increasing the business value of your imaging and printing investments. Levels of coverage allow you to choose whether your ADM works onsite or remotely and determine your number of scheduled business reviews.

Remote management centers

HP remote management centers (RMCs) provide direct regional coverage, local language support and around-the-clock monitoring. In addition to proactively monitoring alerts and remotely applying the appropriate fix, RMCs cover back-office tasks such as reporting and billing, call center and help-desk duties, dispatch services, account administration and supplies management, and firmware updates.

HP Enterprise Services

Increasingly, organizations are looking to outsource to a single vendor, and as the largest IT services business in the industry, HP is uniquely qualified. HP Managed Print Services can call on the resources of HP Enterprise Services to help maximize the value of your overall IT investments with outsourcing capabilities that have you completely covered—from your data center to your desktops to your unique printing needs.

The HP difference

In addition to a partner you can trust to see you through the journey, you also need a solid technology foundation from which to build. HP enterprise-scale technology platforms leverage our history of network print management leadership and proactive and remote management capabilities to provide a foundation for our approach unrivaled in the industry.

Global reach and scalability—Get whatever you need, wherever you need it through the HP global network of service professionals and reseller partners.

Integration and transparency—Transform relevant data into empowering information with solutions developed collaboratively between HP and our partners.

Networked print management—Manage printing and imaging fleets remotely, powerfully and reliably for a secure network your organization can rely on—both locally and globally.

Improved IT management—Improve imaging and printing deployment, availability and productivity throughout the organization.

Device continuity and partner compatibility—Leverage the HP Open Extensibility Platform (OXP) to upgrade legacy devices and enable unified solutions across diverse fleet devices.

Conclusion

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

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

Why HP?

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

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

To learn more, visit www.hp.com/go/managedprint.

HP Managed Print Services

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

How do you get started?

Contact your local HP representative to:

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

To learn more, visit www.hp.com/large/ipg.

HP three-part approach

HP works with you to assess, deploy and manage an imaging and printing environment tailored to meet your business needs, while helping you reduce costs, conserve resources and simplify document-intensive processes.

Optimize infrastructure

HP can help you achieve a balance between your total cost of printing and your needs for user convenience and productivity.

Manage environment

Working together, HP can help you maintain your optimized infrastructure while improving business efficiency and tightening security.

Improve workflow

By streamlining your document-intensive processes, HP can help you deliver a more efficient environment for capturing, managing and sharing information.

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