



QuickPage

A **NEW SALES** opportunity
for *resellers*

HP QuickPage is a simple and profitable way for you to sell, deliver, and manage **contractual print services**

Valued HP partners like you need innovative avenues to increase sales of printers, print services, and print solutions while driving customer loyalty and maintaining respectable profit margins. At the same time, your customers are looking for ways to better manage their costs and increase revenues. Small to medium-sized companies want cost transparency and predictability, improved printer performance, increased IT staff productivity, and the cash flow to invest in new opportunities to grow their business.

As a print market leader, HP has a vested interest in delivering tools and programs that sustain and grow your printer business. HP QuickPage is a simplified print service that addresses your need for minimal administration, along with your customers' need for predictable print costs. It's designed to help you leverage your established transactional relationships with HP customers to take advantage of the emerging contractual market.

You need a simpler sales model, lower risk processes, greater ROI from your sales staff, and an automated back-office. HP QuickPage offers a low-touch, low-cost sales solution with easy-to-sell, off-the-shelf contract options that link supplies and service to HP hardware. This simple model encourages longer term customer engagement and increased loyalty.

With new enhancements to the HP QuickPage program, your customers get even more choice and flexibility, and you'll benefit from additional tools to help you close the sale.

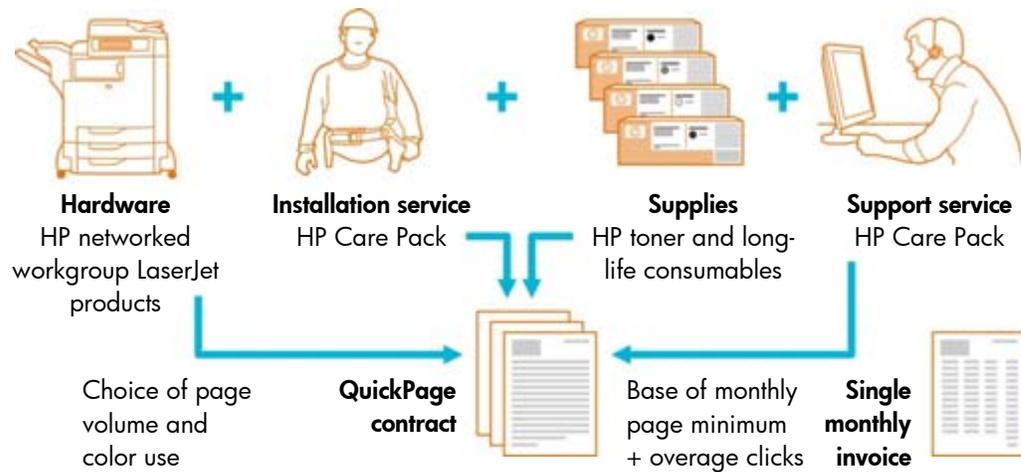
THE COMPLETE PACKAGE

With HP QuickPage, you can get:

- **The InCommand by HP web portal.** It provides an easy and cost-effective way to provide quotes, create contracts, deliver simple contractual print services, virtually manage contractual billings, and manage relationships with customers.
- **Hardware, installation, service, and supplies pre-packaged.** Easily sell service contracts and supplies along with HP LaserJet single and multifunction printers.
- **Only one sale over the life of a contract.** Expect that customers come back to you for supplies and up-sell opportunities with just one sale.
- **Comprehensive support and training for every aspect of the program.** HP is committed to your success and to making the process efficient and easy.

Reduce costs, increase profits, and strengthen relationships with your customers.

HP QuickPage sales model



MORE CHOICE AND FLEXIBILITY

HP QuickPage is a modular sales platform with SKUs to fit every business. And now, your customers can choose from a bigger selection of products, as well as add paper handling accessories such as stapler/stackers or additional paper trays to their HP QuickPage contract. You can increase sales while precisely meeting your customers' printing needs.

You can now offer a three-year, four-year, or even five-year HP QuickPage contract term. Customers value the affordability of a long-term contract, knowing they can count on the reliability of HP equipment. And by locking customers in contractual deals, you reap the benefits of a long-term relationship with cross-sell and up-sell opportunities.

Once your customer signs the contract, you'll deliver the hardware, while HP delivers these services to the customer:

- One simple contract with payment options and easy-to-understand quoting
- HP hardware installation and world-class HP support services
- Quick and reliable delivery of Original HP print cartridges
- InCommand web portal interface to access usage reports and service records, and to manage level of service
- Support for questions and issue resolution regarding all aspects of the service
- Collection and recycling of empty cartridges

THE SUPPORT YOU NEED

HP provides resellers with all the tools you need to begin increasing revenue and margins with HP QuickPage:

- Contractual sales training
- InCommand web portal training
- Sales tools, including a new script that helps you leverage the most effective sales techniques—and coming soon, a comparison tool to help you sell the advantages of a printer contract
- A customizable price guide, available from the InCommand web portal—easily adjust pricing to reflect your desired margins, then print out a handy price sheet with all products, bundled with service, support, and supplies
- Customizable marketing brief
- World-class HP support



Count on **easy-to-use, comprehensive** sales support and contract management tools in the **InCommand by HP** web portal

CENTRALIZED CONTROL WITH INCOMMAND BY HP

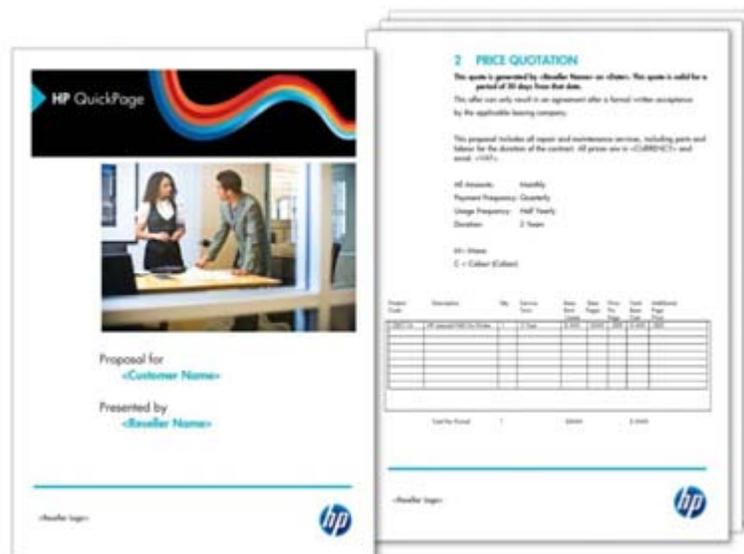
Emerging web-enabled cloud services create new possibilities for both the value-add channel and smaller customers to gain access to a richer set of services that are delivered more efficiently and with greater predictability.

When you sign up to sell HP QuickPage as an HP partner, you automatically gain access to the InCommand by HP services platform, developed with input from our reseller partners. Manage the contracts and services you sell to your customers centrally and seamlessly via the InCommand by HP web portal. Rest easy, knowing you'll get all the support and tools you need to be successful.

Here are some of the key back-office business operations the web portal enables you to manage:

- **Quick quotes and sales proposals** that make you look professional, based on an easy-to-use selection of HP imaging and printing bundles
- **Fast contract generation** to quickly close the deal
- **Control and management of margins**—easily monitored and adjustable
- **Availability of e-marketing tools** such as a customizable solution brief
- **Real-time account management tools** that help you become your customers' trusted business advisor, including customer welcome letters, automated meter reading, and automated billing and collecting
- **Monthly product, pricing, and leasing rate uploads** to ensure accurate, up-to-date information
- **Electronic credit check requests**
- **Automatic back-office management** brokered with leading financing and supplies logistics partners, as well as with HP for installation and break/fix services

It's a snap to create new quotes and contracts using the InCommand by HP web portal.



HP QuickPage—your **SIMPLE SOLUTION** for selling contracts and gaining new customer loyalties

THE VALUE OF HP

HP QuickPage is easy to sell because it addresses customer needs and empowers them to increase employee productivity, free up IT resources, simplify supplies management, and gain cost transparency. With HP QuickPage, you have the opportunity to deliver HP quality, reliability, and service in a complete package that secures business stability and customer engagement.

You can effectively protect, maintain, and grow your business through an expanded and more relevant offering, while leveraging HP's expertise in imaging and printing solutions, services, IT infrastructure, and industry partnerships.

The InCommand by HP web-enabled services platform provides the support you need to be successful. When you have access to your customers' contractual monthly print volumes, you can become their trusted business advisor. Watch your customer relationships grow and solidify, knowing that customer loyalty equals customer retention.

HP SERVICES

Need more information? To contact your local HP experts, visit www.hp.com/go/quickpage.

