

Brochure

# HP Printing Payback Guarantee

Cut your printing costs  
or we'll make up the difference<sup>1</sup>



# Is your printing environment under control?

In many large companies, printing equipment and expenses are loosely managed and scarcely controlled. It's not uncommon for an enterprise to have thousands of limited-functionality devices sitting on individual desks, rather than a smaller fleet of centrally located multifunction printers.

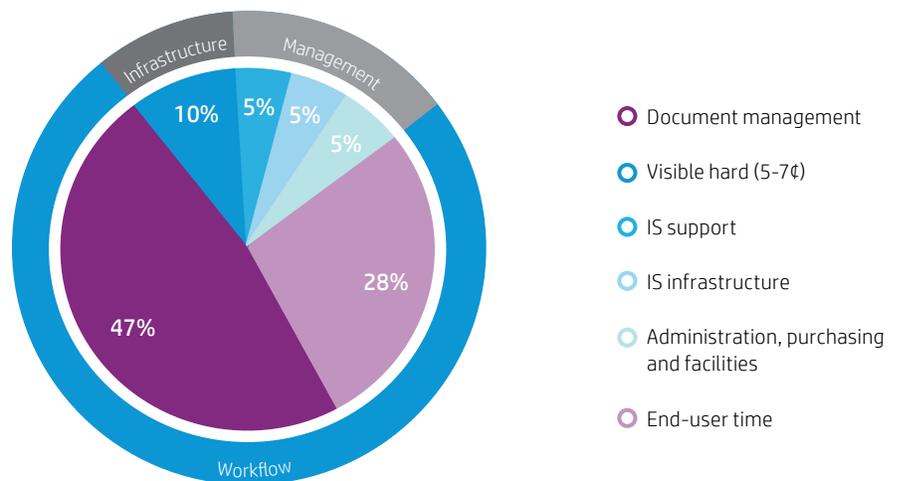
Without adequate management controls, employees will often output documents in color when lower-cost black-and-white prints would be acceptable. And they might not have access to, or make use of, capabilities such as duplex printing, which can greatly reduce the use of paper.

It all adds up to higher costs—for hardware, for printer maintenance, for supplies. To make matters worse, many companies don't have a clear view of the true costs of printing. In a typical enterprise printing environment, industry experts estimate that for every dollar spent on hard costs, another \$9 is spent managing the printed documents over their life cycles.<sup>2</sup>

If these challenges sound familiar, it's time to take a close look at HP Managed Print Services (MPS), and learn how they can help you gain control of your print environment. And if your organization is not a current MPS customer, you may be able to take advantage of the HP Printing Payback Guarantee: Cut your printing costs or we'll make up the difference.<sup>1</sup>

## Every \$1 spent on printing costs another \$9 to manage

Figure 1. Fragmented burdened desktop costs



**Burdened costs=** 47¢ to 63¢  
**Total office document costs=** 52¢ to 70¢ per page  
**Source:** ALL Associates Group

## Gain control with HP Managed Print Services

HP Managed Print Services help you optimize your imaging and printing infrastructure, control assets and costs, and improve document workflows. With HP MPS, you gain proactive end-to-end management of your imaging and printing needs from a single, globally trusted partner.

Industry-leading network infrastructure management and asset management capabilities form the foundation of HP MPS. These powerful capabilities enable remote and secure installation, configuration, maintenance, monitoring and management of your imaging and printing environment.

HP Managed Print Services include:

- **Assessment Services**—Gain more visibility of your current usage, uncover hidden costs and develop a business case for change.
- **Financial and Procurement Services**—Realize lower total cost of ownership—from planning for and acquiring your new technology to retiring and replacing it.
- **Transition and Implementation Services**—Make sure that the right equipment is installed in the appropriate location and that your end users know how to make the most of it.
- **Management and Support Services**—Enable ongoing return on investment (ROI) through fleet availability and optimization, support and supplies management, and greater visibility into usage trends, capacity and expenditures.
- **Document and Workflow Services**—Automate paper-intensive workflows and better manage the underlying infrastructure that supports your processes for accelerated business results.

Today, qualified organizations can move ahead to the benefits of HP MPS with the confidence that comes with a payback guarantee.



## Increase your confidence with the HP Printing Payback Guarantee

For enterprise customers looking to operate more efficiently and cut costs, the HP Printing Payback Guarantee offers a risk-free way to save. If you're a new, qualified MPS customer, HP will complete a detailed assessment of your company's imaging and printing environment and calculate an overall printing cost savings. One year after complete implementation of the HP design, HP will complete a second assessment, and if you haven't achieved the projected savings, HP will make up the difference.<sup>1</sup>

### Here's how it works

The key steps in the HP Printing Payback Guarantee program are straightforward:

#### Conduct initial assessment

The HP Printing Payback Guarantee program first requires a Managed Environment Assessment. During this assessment, HP will review the costs associated with your imaging and printing environment using a representative sample.

#### Conduct detailed assessment

If the Managed Environment Assessment yields a cost-savings projection that you would like HP to guarantee in an MPS that you sign, HP will deploy a fee-based Printing Payback Guarantee Assessment. This detailed assessment establishes a baseline of total costs across the scope of your enterprise. HP will review a wide range of costs associated with your environment, including items such as hardware, supplies, replacement parts, service/labor and break/fix.

In the course of the assessment, HP will take into account costs associated with paper, power, phone, IT management, help desk and space. These costs are assessed and quantified with you, and then certified by your company. In addition, the assessment suggests strategies for reducing use of energy and paper, cutting waste in your environment and addressing potential security issues.

### Establish future state design

HP will work with your company to establish print policies and design criteria. HP will then analyze all data to recommend a tailored future-state MPS environment designed to meet your business requirements and cost savings goals.

### Implement and deploy solution

If you accept the future state design, HP will implement and deploy the new MPS solution within a defined period from the Printing Payback Guarantee Assessment.

### Assess results

One year after full implementation, HP will conduct an assessment to determine if the cost savings target has been met, and review the findings with your staff. If the target hasn't been met, HP will have a remediation period to resolve the discrepancies. If after the remediation period HP has still not met the agreed-to cost savings goal, a credit will be applied against future invoices.

## 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

### Learn more at

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

<sup>1</sup> New MPS customers only. In the event that the HP design does not achieve the projected cost savings, HP will credit against future invoices. Results dependent upon unique business environment, the way HP products and services are used, and other factors. Overall printing costs are unique to each company and should not be relied upon for savings you may achieve. According to industry analysts, savings of up to 30 percent are typical with managed print services.

<sup>2</sup> All Associates Research, EDAM White Paper, 2009.

The HP Printing Payback Guarantee includes hardware, supplies, replacement parts, service and labor, repair costs, paper, and kilowatt usage through HP Managed Print Services. No minimum cost or percentage savings is guaranteed or implied. MPS customers will receive a unique assessment tailored to their businesses. Paper and printing energy savings are estimates and results are dependent upon a unique business environment, HP products and services used and other factors.

### 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. HP's three-part approach:

#### Optimize infrastructure

Balance your total digital and hard-copy communication costs with your need for convenient user access and productivity.

#### Manage environment

Maintain end-to-end visibility and control of devices, content and workflows.

#### Improve workflow

Capture, connect, and communicate information with smart process automation and dynamic content personalization.

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