

HP Smart Printing Services

Enable your customers to manage
their business, not their printers.





How can HP Smart Printing Services help your customers' business?

The demand for managed print services (MPS) is rising. Businesses want printing to work for them, without having to worry about it. They need the latest print technology without large upfront expenses and management costs.

More importantly, they increasingly want long-term partnerships with specialist print providers who can help them get the best balance of cost and performance.

Only those resellers able to offer MPS will be able to compete in this fast-growing marketplace; others will be left behind.

That's where you and HP Smart Printing Services come in. Easy to sell and yet still comprehensive and competitive, this flexible contract allows you to start selling MPS straight away, without extra investment.

Your chance to grow with the MPS market:

To sell MPS contracts, you need the right infrastructure. Specifically, you need to be able to remotely monitor and maintain the client's printers as part of ongoing fleet management. But this infrastructure can be expensive and takes time to build. By the

time you've done that, there is a risk one of your competitors will already have engaged in MPS discussions with your customers.

With HP Smart Printing Services, HP provides you with the infrastructure you need to sell MPS right now. The idea is simple: the customer enters into an HP Smart Printing Services contract with you or with HP.

HP will deliver the metering and billing infrastructure for the contract, as well as the necessary hardware, supplies, service and support.

HP is investing in offering best in class service and ramping up ability to servicing non-HP devices*.

Better yet, to help you develop the HP Smart Printing Services business, HP will support you in lead generation, customer discovery, print fleet design and optimisation.

You can also offer HP or third-party software and services, to address customer needs around fleet management, security, document workflow or mobile printing.

Another great thing about HP Smart Printing Services is the way customers pay for it. There are three billing options: HP Level Pay, HP Base+ and HP All Included. These combine predictable, pre-agreed monthly invoices with a range of cost-per-page models to provide maximum flexibility.

Customers get flexible, easy payment options based on a cost-per-page model, and you both get an easy-to-use, transparent and predictable contractual billing system.

What can HP Smart Printing Services do for you?

- Give your customers what they want: the ability to focus on their business without worrying about printing
- Gain a new, profitable and predictable revenue stream
- Break into the fast-growing MPS market
- Get the infrastructure to sell contractually right now; no fuss and no hassle
- Get assistance in lead-generation, fleet-discovery and design processes
- Make use of HP's best-in-class reporting in the post-sales process
- Get in business with the backing of the printing market leader

With HP Smart Printing Services, you can take printing management out of your customers' hands and allow them to focus on their business.

To find out more, contact your HP account representative or go to hp.com/uk/smartprinting

* Available on select non-HP devices in select geographical areas only

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