**Case study**

# Givens Pursley LLP

## HP Officejet Enterprise Color X555 unveils its true colors

**Industry**
Legal

**Objective**
Deploy the new HP Officejet Enterprise Color X555 printer for high usage needs in law firm

**Approach**
Set HP Officejet Enterprise Color X555 printer as a default printer in law office environment of 70 employees in normal and challenging situations to create legal documents with combined text, graphics, and maps

**IT matters**
• Full enterprise feature set including management, security, extensibility (OXP), and consistent FutureSmart firmware

• Security and manageability features

• HP PageWide Technology delivers up to twice the speed[2] at up to half the printing cost compared with color laser printers[3]

• Compatibility with corporate enterprise networks for management and workflow solutions[4]

**Business matters**
• Provides up to 50% lower cost per page than color laser printers[3]

• Energy efficiency, cost benefits and small footprint

• Helps increases productivity with up to 70 ppm and large paper trays

**“We torture printers. We printed sets of 800-page legal documents with combined text, graphics, and maps and proved that the HP Officejet Enterprise Color X555 printer is a solid enterprise printer with impressive speed. The quietness and high quality of printing with ink was a real surprise.”**

– Patti Henderson, IT Director, Givens Pursley

Founded in 1977, Givens Pursley LLP is one of Idaho's most respected full-service law firms. As part of the routine business, there is an ongoing need to generate an enormous amount of printed legal and supporting documents from their printers. In its quest for higher efficiency and greater savings, the team at Givens Pursley decided to put the new HP Officejet Enterprise Color X555 printer to test as the firm's default printer to see if it delivered as promised. It did.

Designed for enterprise business, the new HP Officejet Enterprise color printer series attracted the interest of IT Director Patti Henderson of Givens Pursley LLP, who participated as an early adopter to put the technology through the paces.[1]

"The Officejet Enterprise Color X555 blew us away," explains Henderson. "We printed multiple copies of 800-page water law and land-use PDFs with a combination of text, graphics and plat maps. We try to push the limits in our testing and couldn't break it or make it run hot with our aggressive testing."

## Ink in the enterprise

The earlier limitations typically associated with ink printers are now ancient history due to new HP innovations and design. For example, HP ink printers now support the low intervention and durability needs of business including serviceability, large capacity supplies, large capacity paper trays, and auto duplex. Technology breakthroughs in ink with HP PageWide Technology offer up to twice the printing speed at half the running cost of lasers.[2]

"We're impressed with its reliability and performance, and even more with the wonderful quality of ink printing," continues Henderson. "Our documents are a public facing product of our firm, and we want their quality to reflect our high standard of service. I'd put the color quality up against 600 dpi laser color any day."

## Quiet speed wins the day

While Henderson was running the HP Officejet Enterprise Color X555 printer through its paces, she was surprised to find that it prints at up to 70 pages per minute in general office mode, up to twice as fast as in-class competitive printers. In addition, the large paper tray capacity and scanner option, available with the X585 model, make this new technology very practical for the firms' needs.

"The large tray, over time, saves a lot of extraneous paper-refilling work. Less repeated refilling also reduces the possibility to bend or break tray guides with heavy use," she adds. "This printer is perfect for a midrange, mid-capacity workgroup machine and its support of advanced MFP workflow solutions provides an additional path to maximize efficiency and integrate with our business practices."

Henderson also notes the technological evolution of ink technology. "Due to the historical limitations of ink printers in the office, a few years ago I wouldn't have looked at ink as an enterprise printer even if someone asked me," she concludes. "But the Officejet Enterprise X printers provide an amazing option. These new HP PageWide Technology innovations are highly competitive and a better choice in many scenarios. I like how quiet it is in the office—and the remarkable speed."

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[1] This customer received a complimentary Officejet Enterprise Color X555 printer product as part of an early adopter program.

[2] Comparison based on manufacturers published specifications of fastest available color mode (as of December 2013) and includes color laser printers ≤$1,200 USD based on market share as reported by IDC as of Q3 2013 and HP internal testing of printer in fastest available color mode (sample 4-page category documents tested from ISO 24734). For more information, see **hp.com/go/printerspeeds**.

[3] Cost-per-page (CPP) claim is based on the majority of color laser printers ≤$1,200 USD as of December 2013, based on market share as reported by IDC as of Q3 2013. ISO yield is based on continuous printing in default mode. CPP comparisons for laser supplies are based on published specifications of the manufacturers' highest-capacity cartridges. For details, see **hp.com/go/officejet**. CPP based on HP 980 ink cartridges' estimated street price. For more information, see **hp.com/go/learnaboutsupplies**.

[4] Supports HP PCL 6, HP PCL 5c, HP postscript level 3 emulation, native PDF printing (v 1.7), HP Universal Print Driver, HP Web Jetadmin, HP Imaging and Printing Security Center. Additional workflow solutions available through HP's certified software and third-party partner program. For solution details, go to **hp.com/go/ideabook**.