

## Case study

# Elmore Insurance

## Busy agency relies on HP Officejet Enterprise Color MFP X585



### Industry

Insurance

### Objective

Support busy independent insurance agency with fast, high-quality, feature-rich multifunction printer

### Approach

Deploy HP Officejet Enterprise Color X585 MFP

### IT matters

- Combine multifunction print, copy, scan, fax
- Produce high-quality enrollment and marketing documents

### Business matters

- Support efficiency of fast-paced office with print speed
- Save cost by printing customer-facing material in-house
- Print at up to 50% less cost per page than color lasers<sup>3</sup>



**“It’s full-speed insurance Medicare enrollment for 68 days and Idaho’s Health Insurance Marketplace enrollment for 92 days. Rugged and reliable printing is a must. We’d love to stop going to a retailer to print customer materials for enrollment events. The HP Officejet Enterprise Color X585 MFP provides us with an affordable, quality color printing solution in-house.”**

– Terry Elmore, owner, Elmore Insurance

Elmore Insurance fulfills Terry Elmore’s dream to be a full line independent agent. Based in Boise, Idaho, the 9-employee firm matches Medicare, Health and Property & Casualty (P&C) customers with the optimal products for their needs. The pace is feverish, particularly during the short enrollment periods. For business-rugged, affordable printing of insurance applications and marketing material, Elmore examined the HP Enterprise Color X585 MFP.<sup>1</sup>

## Customer at a glance

### Application

Insurance documents, marketing material

### Hardware

- HP Enterprise Color X585 MFP

When you're working 100-plus hours a week as Terry Elmore does during insurance enrollment periods, you need office solutions that support, not hinder, blazing efficiency. The HP Enterprise Color X585 MFP, Elmore says, rises to the challenge with distinction.

Elmore traditionally integrates HP printers into the business including an HP Officejet Wide Format e-AiO, which prints from 3 x 5 to 13 x 19 inches. "I've relied on HP printers for years, at home and in my business," she says. "Now, the HP Enterprise Color X585 MFP advances the power of inkjet technology even more to meet business needs."

Elmore Insurance's main business is Medicare and Health enrollment. Elmore is a Preferred Broker with Regence BlueShield of Idaho and was named an Elite Agent with Humana Medicare Health Plans in 2011, 2012 and 2013. PacificSource also recognizes her as a Preferred Broker with Medicare Health Plans. Customers like to see things in writing, Elmore says—policy documentation, projected drug costs and co-pays for the year. That's no problem with her HP Enterprise Color X585 MFP, even when signing up hundreds of customers during the fall rush.

## HP Enterprise Color X585 MFP eases enrollment crunch

The HP Enterprise Color X585 MFP combines print, scan, fax, and copy functions—and prints at twice the speed<sup>2</sup> and up half the cost per page<sup>3</sup> as color laser printers. "Our enrollment-period schedule can be brutal—up to 16 hours a day, seven days a week," Elmore says. "The HP Enterprise Color X585 MFP brings us three critical advantages: speed; reliability; and affordability."

Medicare enrollment is a document-intensive process, and now the Affordable Care Act is introducing its own set of application requirements. Enrollment documents can reach 13 to 20 pages per client. Much of the process is done online and then printed out so Elmore and her team can go over details face-to-face with clients and give them copies to keep. She also plans to start using the device for the 9-employee Property & Casualty line of business.

## Bring outsourced printing back in-house

The HP Enterprise Color X585 MFP provides a full enterprise feature set including management, mobile printing options, extensibility, consistent firmware, and security features. It brings the low intervention and durability businesses require, including serviceability, large capacity supplies, large capacity paper trays, and auto duplex. The device produces such cost-efficient, professional quality that Elmore can use it to print flyers, seminar material, and customer-facing documents—even on specialty papers—that she previously took to a retailer.

**"The HP Enterprise Color X585 MFP brings us three critical advantages: speed; reliability; and affordability."**

— Terry Elmore, owner, Elmore Insurance

"Stopping to take a short printing job down the street is a bother, compared to the ease of printing in-house—not to mention the extra cost of outsourced printing," Elmore says. "The HP Enterprise Color X585 MFP is much more affordable for color and it produces outstanding quality."

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<sup>1</sup> This customer received a complimentary HP Enterprise Color X585 MFP printer as part of an early adopter program.

<sup>2</sup> Comparison based on manufacturers' published specifications of fastest-available color mode (as of December 2013) and includes color laser MFPs ≤\$3,000 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](http://hp.com/go/printerspeeds).

<sup>3</sup> Cost-per-page (CPP) claim is based on the majority of color laser MFPs ≤\$3,000 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](http://hp.com/go/officejet). CPP based on HP 980 ink cartridges' estimated street price. For more information, see [hp.com/go/learnaboutsupplies](http://hp.com/go/learnaboutsupplies).

