

Case study

Northwest Equipment Sales, Inc.

HP Officejet Enterprise Color MFP X585 keeps on trucking



Industry

Truck and Trailer Dealership

Objective

Deliver high-quality customer-facing documents to support truck and trailer sales

Approach

Implement HP Officejet Enterprise Color MFP X585 as new option for cost effective, quality printing

IT matters

- Produce high-quality sales materials in-house
- Combine multifunction print, copy, scan, fax
- Easy-to-use interface requires no staff training

Business matters

- Help transition customer from lead to sale with customized in-house sales materials
- Reflect high quality of products and services sold in customer materials
- Print at up to 50% less cost per page than color lasers²



“It’s a constant battle to balance quality and cost. This inkjet (HP Officejet Enterprise Color MFP X585) does it all. We can print high quality color documents for greater impact to assist our customers in their buying decisions with us, while holding our costs down.”

– Larry Coppinger, director of service operations, Northwest Equipment Sales

Northwest Equipment Sales (NWE) is a privately-owned dealer of Mack Trucks, Volvo Trucks, Trail-eze Trailers, Manac Trailers, and Neville Built Trailers. NWE prides itself on exceptional customer service, highly trained staffing, and up-to-date technology. But like any responsible business, it also seeks to control costs. The HP Officejet Enterprise Color MFP X585 succeeds on both fronts.

Customer at a glance

Application

Customer-facing sales material

Hardware

• HP Officejet Enterprise Color MFP X585

You go to a dealership to spend more than \$100,000 on a shiny new mammoth of a truck. You'll often rely on the dealership to service the vehicle and keep it running at peak performance. The expectation is that everything about this business is professional to earn your business and trust.

Northwest Equipment Sales offers its customers the best products and services the industry has to offer—and does everything possible to create a satisfying customer experience. So when HP asked NWE to test drive the new HP Officejet Enterprise Color MFP X585, the dealership agreed.

“When you're selling a truck valued at hundreds of thousands of dollars, you want the customer-facing material to be of highest quality—yet at the same time, we need to keep costs in line,” says Larry Coppinger, NWE director of service operations. “The HP Officejet Enterprise Color MFP X585 eliminates the battle between quality and affordability.”

New inkjet technology meets enterprise needs

The HP Officejet Enterprise Color MFP X585 combines print, scan, fax, and copy functions—and prints at twice the speed¹ and up to half the cost per page² as color laser printers. The device scales advanced commercial printing technologies to a new class of enterprise printer—an inkjet able to meet demanding security, management, and mobile-printing requirements.

NWE employs approximately 60 people in its office, mechanics, and parts departments. It's used a variety of inkjet and laser printers but never found the optimal blend of quality, features and affordability—until now. “When I'm trying to sell a truck or reinforce the sales positioning, quality handouts can impact revenue,” Coppinger says. “They have a real transition value to help take a customer from a lead to a sale.”

“I can't speak highly enough about the HP Officejet Enterprise Color MFP X585. It's a no-compromise printer that combines outstanding quality and features with affordability.”

— Larry Coppinger, director of service operations, Northwest Equipment Sales, Boise, Idaho

The device's multifunction features enable NWE to send and receive color faxes, and email high quality scans. The 8-inch diagonal color touchscreen user interface was so easy that Coppinger's colleagues needed no instruction. They liked the printer's simplicity, speed, and output quality.

“I can't speak highly enough about the HP Officejet Enterprise Color MFP X585,” Coppinger says. “It's a no-compromise printer that combines enterprise business benefits with affordability.”

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This customer received a complimentary HP Enterprise Color X585 MFP printer as part of an early adopter program.

¹ 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.

² 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. CPP based on HP 980 ink cartridges' estimated street price. For more information, see hp.com/go/learnaboutsupplies.

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