



The top 12 reasons to partner with HP for Managed Content Services

HP Managed Content Services (MCS) solutions are a comprehensive suite of offerings delivered in a consultative engagement. With global expertise, we leverage our experience and reach to provide print services that deliver an optimized environment, superior manageability, and enhanced workflow solutions.

For decades, HP has been partnering with leading organizations, supplying the technical expertise and business savvy required to help position these companies at the forefront of their industry. We've been recognized for our leadership in managed print services—the foundation of our Managed Content Services offering—by independent analysts such as Gartner,¹ IDC,² and Quocirca.³

In fact, 8 of the top 10 banks and 7 of the top 10 insurance companies are HP Managed Print Services customers.⁵ Seven of the top 10 healthcare service and equipment providers are HP Managed Print Services customers, as well as 9 of the top 10 pharmaceutical manufacturers.⁵ In the manufacturing segment, 7 of the top 10 oil and gas operation companies,⁵ and 9 of the top 10 consumer packaged goods companies⁵ and automobile manufacturers,⁵ are HP Managed Print Services customers. And in the Communications Media and Entertainment industries, 9 of the top 10 cable and broadcasting companies⁵ and 6 of the top 10 telecommunications companies⁴ are HP Managed Print Services customers. This experience gives us unique insight into clients' needs to reduce costs, drive productivity, and improve your customers' experience.

Following are highlights of the top twelve reasons why our customers choose HP for Managed Print Services and Solutions.



HP is the most recommended MPS provider⁶ and HP customers rated HP #1 in MPS for customer satisfaction.⁷

1. Leadership

HP is a recognized leader in MPS for 7 years running.

HP is recognized as a leader in the IDC MarketScape analysis² and Quocirca positions HP as a market leader in the Vendor Landscape: Managed Print Services³ while Gartner has positioned HP in the Leaders quadrant¹ for 7 years in a row.

Learn more hp.com/go/analystscorner

2. Strategic partnership

Customers tell us they want to work with a strategic partner that can help them grow their business. And to do that the strategic partner must understand their business, their industry and their customers. As a strategic partner, HP focuses on the client first—driving a strong relationship.

Client relationships: HP account teams ensure you are equipped with the expertise needed for a smooth rollout and ongoing optimization. HP provides you with dedicated delivery manager (pMPS = professionals) who continuously monitor all aspects of your printing environment—conducting regular business reviews, using data-driven analysis for continuous improvement, and providing the highest level of customer satisfaction for your users.

People: Our global workforce of over 50,000 employees must be able to react and evolve as rapidly as our industry and help us anticipate future business needs. Recruiting, developing, and retaining the best employees provides us with a competitive advantage. That is why we strive to create supportive, motivating workplaces where everyone can flourish. HP aims to foster a culture based on listening, sharing, inspiring, helping, and learning. This means regularly seeking feedback on how we can perform better, and placing great emphasis on developing leaders who listen.

Fact: People are integral to HP's success. The people (and company) that you partner with should be tenured, disciplined, knowledgeable, and dedicated to your success. HP is that group of people.

Strategic business reviews (SBR): HP's consultative, interactive business reviews, aligned with your business objectives, provide specific insights, dynamic valuation and business impact of proposed changes. When you partner with HP, HP shares in the accountability for business results—to ensure your success. SBRs include dynamic performance dashboard; tailored, insight-based reviews; what if scenarios; peer benchmarking; and print policy optimization.



Customers rated HP #1 in MPS satisfaction for Account Team and Delivery Management.⁵



Customers rated HP #1 in MPS value.⁶

3. Global reach, local choice

HP MPS offers services and solutions around the globe (with operations in 170 countries) that are tuned locally to address unique region and country needs. Built upon the innovation and experience of a global brand, with HP MPS you'll receive the best of both a global imaging and printing perspective, as well as specialized expertise in the country and region where you conduct business.

Global Consistent Delivery is enabled by automated monitoring and predictive management. HP's cloud-based continuous and remote monitoring as well as predictive service and supply fulfillment keeps your fleet up and running while our advanced analytics and reporting provide on-demand detailed metrics through an intuitive, dynamic dashboard and pre-formatted reports.

Globally consistent SKUs ensure IT has fewer device types to manage and users have a consistent experience from location to location.

One global contract with HP means no more SLAs or subcontracts with other vendors.

4. Industry approach

Everything we do is rooted in what businesses and industries do. With HP MPS you get the imaging and printing expertise that your business demands to solve your industry-specific problems. Paving the way for incorporating optimal solutions for virtually any business need in virtually any industry—HP MPS is a proven leader in the banking, insurance, pharmaceutical, packaged goods, and automotive industries.

5. HP JetAdvantage solutions

Streamline and secure crucial paper-based and electronic business processes, using powerful HP JetAdvantage business workflow and printing solutions that set you apart from the competition. These innovative solutions have been designed and tested for optimal integration into your fleet. Help reduce IT workload and costs, enhance employee productivity, and enable users to print securely—wherever business demands.

Security leadership. Develop and deploy a comprehensive security strategy with HP's 40+ years of innovation in the security business. Unlike competitors, HP builds security in from the beginning to take security beyond the document and device—including printing from mobile devices, data in transit, and cloud access.

HP Enterprise Content Management solutions. Access and understand virtually any data type or system, as well as control, leverage, and take action on this information drive an automated workflow, and/or enforce compliance with internal or regulatory policies. As a result, you gain a full understanding of information across data silos, enable more productive collaboration, increase preparedness for legal and regulatory inquiries, protect and secure information, and ensure data retention and disposition.

Mobile leadership. HP has the broadest range of options to enable mobile printing including—printing from and to the largest range of devices and the most choices of ways to print.

Better together. HP's unique development process entails criteria to ensure that hardware and solutions work together seamlessly.

Learn more hp.com/go/jetadvantage

100 billion

HP PageWide Technology has printed more than 100 billion pages.⁸

HP PageWide business printers were independently tested by BLI to more than 200,000 pages without failure.⁹ That's 400 reams of paper!



HP FutureSmart



OXP

6. Innovation

HP Page Wide Technology-based printers offer speed, quality, reliability and cost advantage—without compromise. We are investing our intellectual, break-through technology to create next generation products that drive better customer experiences.

HP printers with JetIntelligence cartridges are a re-engineered, sleek new series of LaserJet printers designed to make businesses more efficient. Built around the latest in toner formulation—new Original HP Toner cartridges with JetIntelligence. These new HP LaserJets use up to 53% less energy, take up to 40% less space and wake up, print and duplex in a fraction of the time.^{10, 11}

HP Flow MFPs are reliable and easy to use. These multifunction laser printers deliver professional quality and offer the core workflow, wireless networking, and mobility features that are ideal for small work teams.

HP FutureSmart is upgradeable firmware included within HP LaserJet enterprise printers, multifunction printers (MFPs), and network scanners. Enjoy peace of mind knowing you're protecting your investment with reliable, expandable HP functionality across your fleet—for older and newer devices alike.

HP Open Extensibility Platform (OXP) can significantly reduce costs by creating a unified platform—so your JetAdvantage solutions, devices, and management tools work together in a whole new way.



Cloud/SaaS Printing Solutions. Since 2009, HP has developed and delivered cloud-based printing solutions—making HP one of the most experienced companies in the cloud-printing space. Software as a service eliminates the need for you to provision hardware infrastructure or license, purchase, install, operate and maintain software packages.

- **HP ePrint Enterprise:** With over 20 million registered, actively connected HP printer products and growing, HP ePrint lets you print from virtually anywhere to an HP printer that supports ePrint.

- **HP JetAdvantage Private Print:** One of the easiest to use pull-print solutions on the market, JetAdvantage Private Print is a server-less solution that allows business customers to securely pull-print from HP's print driver. Jobs go directly to a cloud-based print queue, and are released and printed when the user authenticates with a wide variety of compatible HP MFPs/AIOs.

Blended Reality: HP's recently introduced our vision for the future of computing and 3D printing. Designed to break down the barriers between the digital and physical worlds, the Blended Reality ecosystem is underpinned by two key advancements:

- **HP Multi Jet Fusion (3D printing):** A revolutionary technology engineered to resolve critical gaps in the combination of speed, quality and cost, and deliver on the potential of 3D printing.

- **Sprout by HP:** A first-of-its-kind Immersive Computing platform that redefines the user experience and creates a foundation for future immersive technologies.

7. Breadth of portfolio

Leverage the broadest portfolio, widest-ranging scope, and deepest expertise in the industry to stay ahead of the pack. HP is a proven leader in the personal systems and printing markets and has exciting new technologies on the horizon.

HP offers a much broader portfolio of enterprise devices than the competition with speeds of up to 165 pages per minute (ppm). Our competitor in this space only offers MFPs up to 65 ppm in mono and color and recently exited the small format ink space. All models in our enterprise class natively support each of our "solutions" and have consistent and user customizable interfaces. HP views our ability to scale and add devices, if needed, for high volume production, wide format and scanning applications as key differentiators.



HP boasts the Buyers Lab 2013 Line of the Year for Color Printer/MFP and in 2014 six new models were rated as their top "Picks".

HP MPS Multivendor Support provides a single, strategic point-of-accountability for your entire printing fleet and a common support experience for HP and multivendor devices. Standard support covers the management of your install base of multivendor devices, including hardware support (break/fix), preventative maintenance, supplies management (via remote monitoring and auto-replenishment) and fleet/device management. Advanced level support can be added to the MPS contract to cover security, mobility, workflow and industry solutions.

8. Integration with ECM

HP enterprise content management (ECM) solutions, enable you to access and understand virtually any data type or system, as well as control, leverage, and take action on this information to remain compliant with internal or regulatory policies. As a result, you gain a full understanding of information across data silos, enable more productive collaboration, increase preparedness for legal and regulatory inquiries, protect and secure information, and ensure data retention and disposition.

Business Process Automation: Incorporate people, content, and processes to enable automated, repeatable business workflows and improved performance. [HP Process Automation](#) formalizes business processes to make them consistent, visible, and auditable, resulting in more reliable outcomes, fewer errors, and reduced risk.

Data Extractions: Capture, identify, classify, and digitize paper documents and extract data for key business processes to eliminate manual steps, accelerate workflows, and improve data quality with [HP TeleForm](#).

Information Governance: Solve data protection, information archiving, eDiscovery and Enterprise Content Management problems in an integrated fashion across the organization with HP Records Manager and HP ControlPoint.

- [HP Records Manager](#) is a scalable Electronic Document and Records Management System (EDRMS) solution that helps you meet regulatory compliance requirements and organizational mandates. Business records and critical information are securely managed according to policy from creation through to disposal.
- [HP ControlPoint](#) is centralized policy authority for enforcing information governance policies across distributed content, including content residing in repositories like SharePoint as well as on shared drives. It can help you access, understand, classify and control all enterprise information, and accelerate compliance and information governance with legacy data clean-up to reduce redundant, obsolete, trivial and dark data.

Document and Email Management: Through our partnership with iManage, [iManage Work](#), formerly HP Worksite, enables you to manage all business documents and email in a single digital file making them accessible to internal and external parties from any access point including PCs, the Internet, and mobile devices.

Enterprise Search: Through our partnership with iManage, [iManage Insight](#), formerly HP Universal Search, enables you to search data across the entire enterprise and produce results that are conceptually and contextually relevant. iManage Insight goes far beyond simple search to provide automatic categorization, automatic hyperlinking, faceted navigation, and audio and video search.



Print security

56%

of companies ignore printers in their endpoint security strategy¹⁵

9. Best in class print security and manageability

Print Security:

IT infrastructure is constantly under attack and HP knows from its extensive IT security and printing experience that the printing infrastructure is often an overlooked area when it comes to implementing a complete security and risk mitigation strategy. A single security breach can cost an organization millions, not to mention a damaged reputation.

We can help you develop and deploy an end-to-end imaging and printing security strategy. With the embedded security features in HP devices and a broad portfolio of HP JetAdvantage solutions, we can give you the strategic foundation to assess, manage, and fortify security for:

- Imaging and printing fleets
- Data in transit and at rest
- Printed documents
- Cloud access
- Printing from mobile devices
- Content management

Learn more hp.com/go/secureprinting



HP JetAdvantage Security Manager was recognized by Buyers Lab for “Outstanding Achievement” earning a Buyers Lab “Pick Award”.



Encryption

52%

of companies have a policy to secure printers yet only 44% have included them in their endpoint security strategies.¹⁵

Fact: HP is the only OEM company whose Print Security software has a tool that “AUTO HARDENS” all print devices thereby mitigating risk and supporting your compliance initiative. Additionally, HP JetAdvantage Security Manager is the industry’s first policy-based imaging and printing compliance solution.

Buyers Laboratory LLC calls HP JetAdvantage Security Manager “trailblazing”¹². HP Security Manager offers top security without requiring administrators to be security experts, leaving IT time to focus on core business activities. This solution is the industry’s first to allow administrators to select and save security settings for an entire fleet of devices. It also provides easy identification of devices that are out of compliance and can remotely re-establish policy-based security settings.

Hard disk drive encryption for HP printers and MFPs: HP uses a hard disk to continuously encrypt every write operation and decrypt every read operation without system intervention. The hard disk uses an internally generated encryption key for the encryption and decryption processes which not accessible by the printer or printer user. The hard disk uses 256 bit Advanced Encryption Standard (AES) data encryption and decryption. This protects data stored on a printer’s hard disk from unauthorized access when the hard disk is removed from the printer to which it is “locked.”

HP JetAdvantage Security Manager: HP offers a portfolio of security advisory professional services to provide expert guidance for developing and implementing corporate printing security policies, which allows you to choose the option that best matches your specific requirements.

HP JetAdvantage Security Solutions: Safeguard sensitive information as it moves through your business. Robust, fleet-wide HP JetAdvantage (business workflow and printing) solutions help protect data and documents, control user access, and enforce printing policies across your organization.

HP JetAdvantage Security Manager: To address security risks associated with the printing infrastructure, HP has developed a unique printing security policy development and management solution called HP JetAdvantage Security Manager, which enables an effective, policy-based approach to securing HP enterprise imaging and printing devices. Print administrators and corporate security officers can streamline the process to securely deploy and monitor devices by applying a single security policy across the fleet. HP JetAdvantage Security Manager also makes it easy to secure new HP devices as soon as they are added to your network with HP Instant-on Security. Actively maintain and verify compliance with your defined security policies by using HP JetAdvantage Security Manager automated monitoring and risk based reporting.

HP Pull Printing: Have documents held and released only to the person who printed them. Pull printing stores print jobs on a protected server or your PC. Users identify themselves with a PIN or other verification method at their chosen print location to pull and print their jobs.

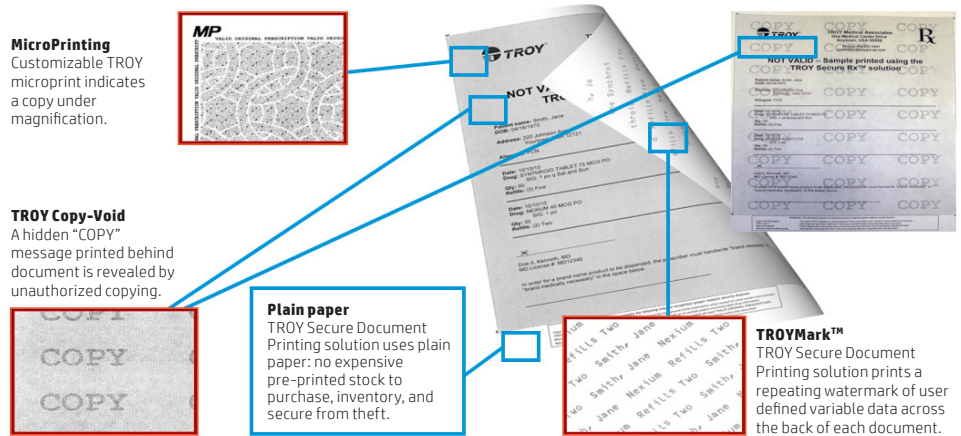
HP JetAdvantage Private Print: a cloud-based solution that increases security and control of your print environment by releasing documents only to authorized users. The solution also helps cut costs by reducing waste and increasing productivity—without the need for additional on-site servers, storage and software. It is bundled with select HP devices and is simple to set up.

For a list of supported devices and to learn more go to hpjetadvantage.com

HP Access Control Secure Pull Print: This powerful management software helps you secure print jobs and devices, improve workflows, and monitor printing practices – all while reducing costs and supporting organization-wide security, compliance, and environmental initiatives.

Learn more hp.com/go/hpac

HP and TROY Secure Document Printing Solution: Help prevent document fraud with the HP and TROY Secure Document Printing Solution. This server-based offering embeds fraud prevention technologies into your most critical documents helping you meet government, regulatory, and internal compliance mandates. Secure Document Printing enables HP LaserJet black-and-white PCL5 printers to print secure documents on plain paper.



Learn more hp.com/go/gsc

Manageability:

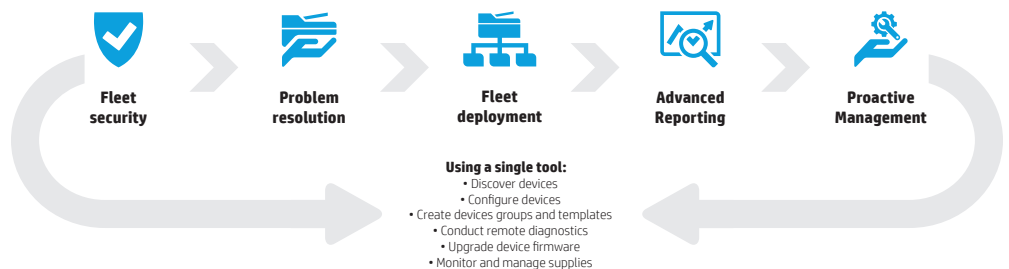


HP Web Jetadmin

HP Web Jetadmin is the most comprehensive fleet management tool among tested competitors.¹⁶

HP Web Jetadmin: Count on an award-winning, industry-leading, print management solution that can improve productivity and help reduce operation costs.¹³ A robust, enterprise-class solution, HP Web Jetadmin helps an IT department remotely monitor and manage HP and third-party imaging and printing devices on the network, report on device usage and activity, and manage and order supplies.¹⁴ HP Web Jetadmin features a simple, web-based interface that allows for right-click and drag-and-drop actions, supplies management, and budgeting—and also includes customizable reporting features.¹⁴ This enhances device management and ensures security policies are enforced, provides individual device management, as well as fleet-wide firmware upgrade capabilities for HP devices.

HP Web Jetadmin provides automated alerts for hardware and toner levels (and automatic reordering) and is the most comprehensive fleet management tool among tested competitors. When analyzed by independent third-party digital imaging test lab Buyers Laboratory LLC, HP Web Jetadmin earned an overall five-star rating, as well as five stars in nearly all individual categories evaluated. These included ease of setup, ease of use, device discovery, device monitoring, device management, user management, integration, and reporting.¹⁶ HP Web Jetadmin can help you keep printing costs down with color access control features, letting you control color by user, user groups, or application.



Learn more hp.com/go/wja

HP Universal Print Driver: Help eliminate driver chaos in your print environment by dramatically reducing the number of drivers needed. Deploying a single print driver solution throughout your organization can improve user productivity, reduce certification, diminish helpdesk activity, provide greater IT control, and enhance IT effectiveness. No other solution is as flexible and feature-rich as the HP Universal Print Driver (UPD).¹⁵

Available in many languages, HP UPD lets you choose deployment options, and is compatible across multiple enterprise environments. Included with HP UPD is the HP Print Administrators Resource Kit—create a custom UPD, making printing a breeze for your employees and your business.

Learn more hp.com/go/upd



Customers rated HP #1 in MPS satisfaction for Account Team and Delivery Management.⁵

10. Superior MPS service delivery

HP provides superior MPS Service Delivery, directly with a full team of operations personnel including a dedicated Account Delivery Manager. Our program is mature and fully scaled which enables us to support clients with the best mix of project management, technical and analytical resources that leverage 'Big Data' analytics to reduce costs and printed pages. HP Badged, MPS break-fix engineers for HP and non-HP print devices resolve tickets and ensure that uptime and user satisfaction are always at their highest levels. Together, your team and HP would establish a "Print Policy and Governance" with executive sponsorship to support the guiding principles and practices for the organization. Our Strategic Business Reviews are tailored to your KPIs while our advanced analytics deliver understanding to optimize the impact on your employees.

Through our Management Server Portal, you can experience:

- Proactive multi-vendor support
- Remote firmware updates and configuration
- Remote break fix support
- User analytics, machine analytics
- Automated supplies ordering and delivery

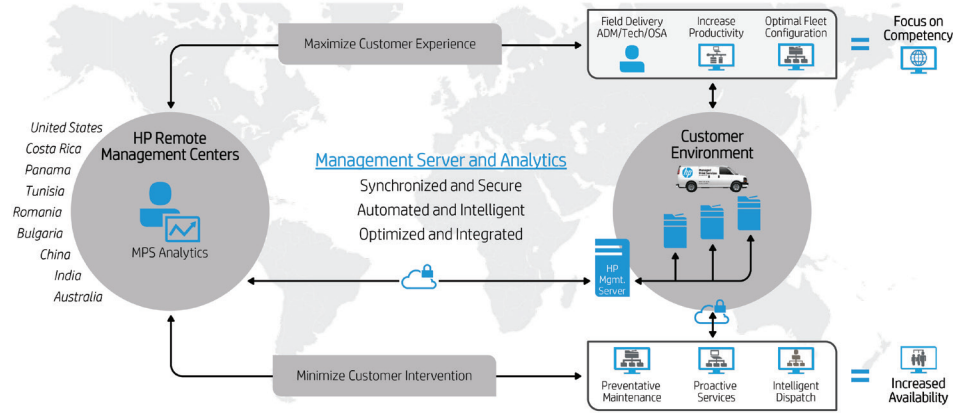
HP is unmatched in its ability to provide proactive service and maintenance via our "Intellifix" solution. This solution enables intelligent dispatch by indicating devices that need or will need service or preventative maintenance.

In addition, for those devices that are part of your existing footprint, HP MPS can include in our MPS Agreement. These are known as "Manage As Is" devices and would be subject to all benefits of the MPS partnership.

HP's first-time fix average is [AMS 87%, EMEA 80%, APJ not applicable] within 24 hours.

Tech-in-the-Van: Stay up and running with proactive maintenance and rapid issue resolution. HP uses intelligent geo-tracking technology to dispatch an HP Tech-in-the-Van equipped with the right parts, supplies and knowledge of your business. While onsite, the technician resolves issues and performs proactive maintenance—on the ticketed device as well as other devices that could benefit from proactive maintenance.

Proactive monitoring and management: HP's cloud-based continuous monitoring, remote resolve, and predictive service and supply fulfillment keep your fleet up and running. HP continuously monitors your printing environment through HP Remote Management Centers and tools that enable HP to address concerns before they can impact your business. Our proactive services include automated consumables replenishment and preventative services and maintenance.



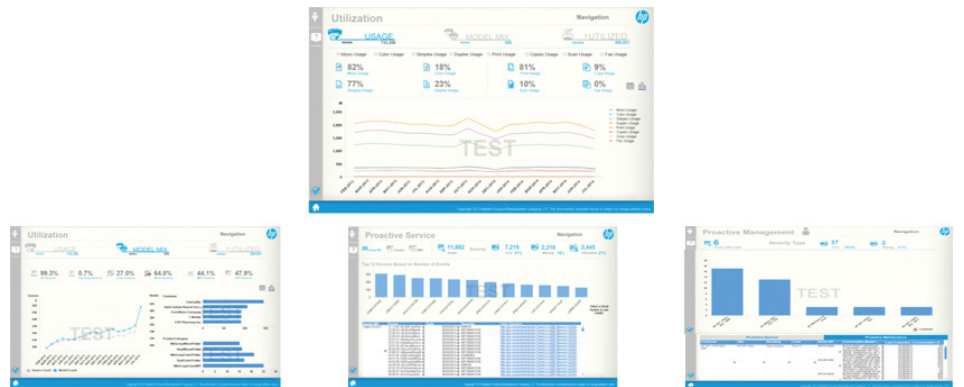
Delivery analytics: Transforming data into action—HP’s advanced analytics and reporting provide on-demand, 24x7, detailed metrics, preformatted reports, and a graphical representation of the performance of your printing environment. Our consultative approach paired with intelligent analytics provide the information needed to make better decisions and derive more value from your printing environment.

Benefits:

- **Efficiently increase focus on the customer:**
 - Use cases and metrics focus on top priorities for MPS
 - Reduce the need to run and export reports for analysis
 - User and customer configurable analytics
- **Effectively transition from volume to value:**
 - Reduce the intuition and time in decision making
 - Visual information and drill down analytics

Use Cases:

- **Use cases by global, region, country, location, building, floor and device.**
 - Fleet Utilization trends: mono/color, simplex/duplex, copy, scan, media size...
 - Proactive services and maintenance
 - Fleet and device performance management
 - Firmware management
 - “What if” analysis for duplex and color usage



*Images are samples from development environment. May have some defects

550,000

test hours completed by HP in 2013.



HP customers have kept hundreds of millions of Original HP ink and LaserJet cartridges out of landfills by recycling them through the [HP Planet Partners program](#).¹⁵ HP supplies recycling is free and convenient.

HP's groundbreaking "closed loop" recycling process uses plastic from recycled Original HP cartridges and other post consumer sources to create new Original HP cartridges.

HP tops Newsweek Green Rankings of the 500 largest U.S. Companies, based on actual environmental performance, policies, and reputation.

11. Quality, savings and reliability

HP has a long history and legacy of delivering industry leading quality and customer experience. Quality and reliability has been and continues to be an integral part of the HP culture. HP is committed to maintaining or improving reliability in the face of increasing complexity. We do extensive testing at every phase of the system—from the hardware and firmware to supplies and solutions.

Standard of Excellence

- Comprehensive solutions testing. Count on high quality solutions and compatibility with your existing print environment. HP performs comprehensive solution and stack testing prior to any installation.
- ACT Certified stacked solutions Accreditation, Certification and Test (ACT) certifies individual solutions and verifies stacked or combined solutions intended to reside together on a device and/or sharing device resources.
- HP offers compatibility across our extensive installed base—12+ million solution enabled devices (ink/laser, enterprise/professional) as well as backward compatibility.
- Rigorous ACT partner selection. Gain access to the industry's top partners and their solutions. HP's advanced partner selection process utilizes the exclusive and rigorous Accreditation, Certification, and Testing (ACT) process.

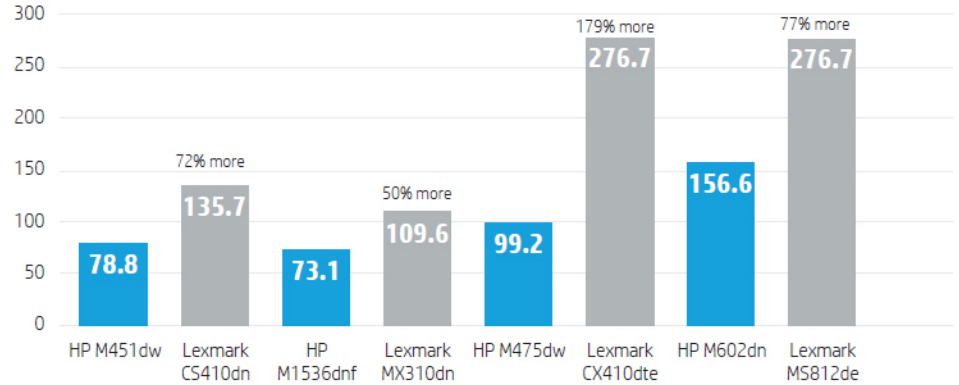
12. HP Enterprise printing: leading with environmental sustainability

HP is recognized as a global leader in imaging and printing, an industry leader in network and infrastructure management, and an organization with a strong commitment to environmental sustainability.

HP's Managed Print Services not only help clients print more effectively, but also contribute significantly to sustainability initiatives (e.g. waste reduction and energy reduction). For example, [HP's MPS helped Merck](#) reduce their print output by 40% and reduce their paper use by several million pages per month by increasing duplex rates. HP's industry leading portfolio of Energy Star and EPEAT registered printers maximize energy savings while still providing print speed that end users desire.

HP print devices consume less power than their counterparts— with Instant-on fusing, HP devices go to sleep mode at "1 WATT". Many HP devices also feature HP Auto-On/Auto-Off technology, which conserves more energy and helps reduce your environmental impact by automatically turning devices on when you need them and off when you don't.

Typical electricity consumption (TEC) for one year in kilowatt hours (kWh)



*Based on manufacturers' published product specifications and internal HP testing June 6, 2013. Competitive data obtained from eu-energystar.org in July 2013. All data based on 230V and extended to 1 year. Testing was conducted on a single unit of each product. Actual usage/rate may vary.

Conserve resources without sacrificing performance



Recycle Original HP ink cartridges

HP OfficeJet Pro and HP OfficeJet Enterprise reliability and environmental responsibility:

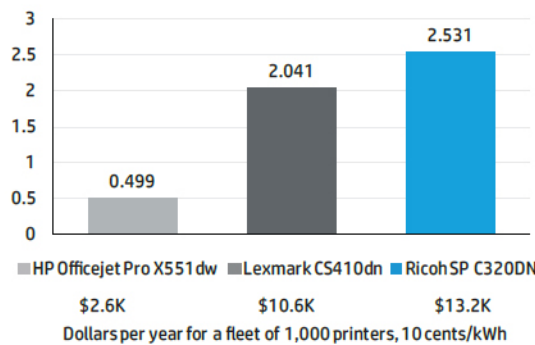
- Keep costs in line. ENERGY STAR® qualified, these devices use up to 80% less energy than lasers¹⁶
- Save up to 50% on paper with automatic two-sided printing, and maintain efficiency at breakthrough speeds
- Conserve resources, using up to 50% less cartridge and packaging material by weight compared with color lasers¹⁷
- Reduce your impact—easily recycle your Original HP ink cartridges for free through HP Planet Partners¹⁸

Buyer's Laboratory projects:

- Lexmark CS410dn consumes >309% more energy during a typical week
- Ricoh SP C320DN consumes >407% more

HP Officejet Pro X consumes significantly less energy

Typical weekly electricity consumption (kWh)



Source: BLI test lab - hp.com/united-states/campaigns/media/bli-report.pdf

