

## Case study

# Rotaclick

**Investment Flexibility from HP Financial Services helps Rotaclick Acquire Digital Printing Technology and Delivers a Better Customer Experience**



### Organization

Rotaclick

### Country

Spain

### Industry

Printing

### HP

HP Indigo 7500

### HP Financial Services

- Payment Deferral
- HP FMV Investment Solution



**“Flexibility, agility and versatility are core elements of our business model and the printing services we provide customers. It’s also the qualities we look for from the vendors we work with. Having access to the latest digital printing technology was a critical for us and our ability to deliver on our customers evolving needs. As a trusted partner, HP Financial Services took the time to understand our business requirement and worked with us to build an investment solution that would met our unique business needs and deliver a better experience to our customers.”**

– Andrés Galdón, General Manager, Rotaclick



### Organization profile

Rotaclick is a leading digital printing company that offers customers the best price/performance ratio for any type of document they want printed quickly. Rotaclick prides itself on having the necessary resources, both software and hardware, to ensure their work meets the quality standards of the European Community.

### Business situation

Digital technology is revolutionizing the world of printing and Rotaclick wanted to capture the benefits this new technology could bring their business and customers. To effectively deliver on the growing need for printing flexibility, Rotaclick required a solution that was scalable, efficient and responsive to their customers varying needs.

### Solution

Leveraging flexible investment solutions enabled Rotaclick to quickly secure and install HP Indigo 5500 printers to meet their growing customer requirements for digital printing services. With the help of HP Financial Services, Rotaclick was able to gain the investment flexibility they needed to get the printing services up and running on a budget and time schedule that best aligned to their business needs. Rotaclick is now able to offer customers a wide range of printing services and deliver the quality standards that help differentiate them in the market.

### Benefits

- Investment flexibility to meet unique business needs
- Quickly take advantage of the benefits offered by digital printing
- Versatility to offer scalable solutions to customers

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