

## Case study

# Cargomatic

Start-up finds quality, efficiency, big capabilities in small OfficeJet Pro X printer



### Industry

Manufacturing & Distribution: Transportation Services

### Objective

Provide all-in-one output capabilities for a small startup company

### Approach

Cargomatic has standardized on HP OfficeJet Pro X576dw Multifunction Printers

### IT matters

- Wifi® connectivity enables flexible, easy connection for fast-growing office<sup>1</sup>
- HP ePrint<sup>2</sup> and Apple AirPrint™ enable printing from mobile devices<sup>3</sup>
- Scan-to-email facilitates personal document storage and document sharing<sup>4</sup>

### Business matters

- HP PageWide Technology enables high productivity—up to 70 pages per minute<sup>5</sup>—with low operating cost of up to 50% less than comparable laser printers<sup>6</sup>
- High-capacity Original HP ink cartridges print up to 9,200 pages per cartridge<sup>7</sup> to deliver cost savings and reduced replacement needs
- HP Care Pack support delivers quick overnight support to ensure high availability



**“I was thinking of putting in a larger copier at some point, but we literally don’t have any room for it. And truthfully, we don’t need it. The HP OfficeJet Pro X MFPs fulfill all our needs.”**

– Bianca Anderson, Officer Manager and Executive Assistant to the CEO and COO



Cargomatic is a small startup that connects shippers with qualified carriers who have underutilized capacity. Though it’s a technology-based company, Cargomatic still has plenty to print, including customer-facing documents and marketing materials. So after only a year in business, the office manager gave up on a small, troublesome non-HP laser printer and standardized printing on the smaller, cost-effective HP OfficeJet Pro X576dw Multifunction Printer with PageWide Technology.

## Customer at a glance

### Application

General office printing, copying, scanning, faxing

### Hardware

- HP OfficeJet Pro X 576dw Multifunction Printer with PageWide Technology

### Services

- HP Care Pack support

When Cargomatic opened its doors, it had a handful of staff and two small printers: an HP OfficeJet Pro X576dw Multifunction Printer, and a small laser printer from another vendor. Within months, the small laser was struggling.

“It was constantly printing pages with lines on the page, and getting paper jams. It just wasn’t built to deliver at the speed and efficiency we needed,” explains Bianca Anderson, office manager and executive assistant to the company’s CEO and COO.

The HP OfficeJet Pro X MFP, on the other hand, delivered just what it promised: reliable, high-quality printing that is up to 50% less expensive than laser. HP PageWide Technology enables the OfficeJet Pro X to print up to 70 pages per minute using Original HP ink.

## Power, versatility in a small package

Anderson originally chose the OfficeJet Pro X MFP for its small size and multifunction capability. “Having the all-in-one functionality is really important for a company our size,” she explains. In addition to printing, copying, scanning and faxing, the OfficeJet Pro X MFP has Wifi® and the ability to print from mobile devices, including smartphones and tablets.

Employees don’t even know it’s not a traditional office laser printer. “We weren’t really even aware that it was HP PageWide Technology. We just needed something quickly, and when we looked at the capabilities, the purchase price, and the cost of OEM supplies, everything led us to HP,” Anderson says. “And the results have been consistently excellent.”

## Low operating cost

Traditionally, laser printers have been the default choice for the office, but HP PageWide Technology has changed that. Using the high-capacity Original HP XL ink cartridges, the HP OfficeJet Pro X MFP can print up to 9,200 pages per cartridge and deliver cost savings of up to 50% compared to similarly-sized color lasers.

“I like the PageWide Technology because it’s reliable and still saves me money. When I think about how expensive it was to buy toner for our old competitive vendor laser printer—and how poor the output was—it’s amazing we kept it as long as we did,” Anderson says.

William Lee, the company’s IT manager, keeps all of Cargomatic’s desktop technology and printers up and running. “The thing I really love is the Care Pack service that we get from HP,” he says. “When we need service, we make a single call, someone from HP comes to our office, and they overnight us a replacement. That’s the kind of response we need to keep operating at peak efficiency.”

The OfficeJet Pro X MFP is designed for volumes of up to 6,000 pages per month — enough to support large workgroups. Cargomatic currently relies on two OfficeJet Pro X576dw MFPs to support its 60 employees. But with the company’s rapid, 10X annual growth rate, Anderson is planning to add a third OfficeJet Pro X MFP soon.

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<sup>1</sup> Wi-Fi is a registered mark of Wi-Fi Alliance®. <sup>2</sup> Requires an Internet connection to an HP web-enabled printer and HP ePrint account registration. For a list of eligible printers, supported documents and image types, and other HP ePrint details, see [hpconnected.com](http://hpconnected.com). Mobile devices require Internet connection and email capability. May require wireless access point. Separately purchased data plans or usage fees may apply. Print times and connection speeds may vary. <sup>3</sup> Wireless performance is dependent upon physical environment and distance from access point. Wireless operations are compatible with 2.4 GHz routers only. <sup>4</sup> Sending digital files requires network or Internet access, a wireless access point, and an Internet connection to the printer. Services require registration. App availability varies by country, language, and agreements, and requires a firmware upgrade. For details, visit [hpconnected.com](http://hpconnected.com).

<sup>5</sup> Based on published fastest print speeds for the HP X551dw and X576dw models compared with laser and inkjet color desktop MFPs < \$1000 USD and printers < \$800 USD. Validated by [WirthConsulting.org](http://WirthConsulting.org), May 2014. For more information, see [hp.com/go/printerspeeds](http://hp.com/go/printerspeeds). <sup>6</sup> Compared with the Officejet Pro X series, majority of color laser MFPs < \$1000 USD, and color laser printers < \$800 USD as of August 2013; market share as reported by IDC as of Q2 2013. Cost per page (CPP) comparisons for laser supplies are based on published specifications of the manufacturers’ highest-capacity cartridges. CPP based on high-capacity HP ink supplies are based on published specifications of the manufacturers’ highest-capacity cartridges. CPP based on high-capacity ink cartridges estimated street price and page yield. ISO yield based on continuous printing in default mode. For more information, see [hp.com/go/learnaboutsupplies](http://hp.com/go/learnaboutsupplies). <sup>7</sup> Page volume based on HP 970XL black ink cartridge.

