

# You see a printer. I see customer loyalty.



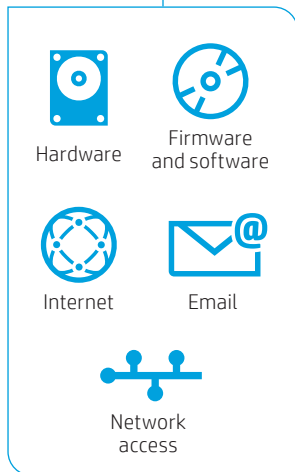
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# Customer loyalty is about more than face time

A data breach can have immediate costs—The Ponemon Institute estimates an average of \$3.79M per incident.<sup>1</sup> Yet data breaches can also result in lost business in the form of abnormal customer turnover, increased customer acquisition activities, reputation loss, and diminished goodwill.<sup>1</sup> And perhaps most overlooked, but potentially harmful of all, is the fact that nearly 90% of organizations say they have suffered at least one of these data losses through unsecured printing.<sup>2</sup>

## Printers are computers

The days of passively outputting paper are long gone; even simple multifunction is behind us. Printers don't just print, fax, scan, and copy anymore; they now have internal computing, storage, and software solutions that can intelligently process, route, and secure critical customer data—or not.

## HP printers lead the industry

HP printers can provide data routing solutions that get information where and when you need it—and do all of that with industry-leading security. Because nobody benefits from delayed mortgage processing, theft of private information from an open out-tray, or a fraudulent check—least of all, your customers. But everyone appreciates fast and accurate processing with a partner they can trust. And customers who have confidence in your services return for more.

## Customer loyalty

That's what HP JetAdvantage Solutions for Financial Services and Insurance are all about. Find out today how you can access all of these solutions and more from a single HP device.

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<sup>1</sup> Ponemon 2015 Global Report on the Cost of Cyber Crime, October 2015.

<sup>2</sup> "Managed Print Services Landscape, 2015" Quocirca June 2015.

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