



# Ready to win with the next generation of A3 MFPs



Comprehensive  
portfolio



Transformed service  
experience



Expert training  
and support

# Win more deals by partnering with HP



HP is delivering a renewed commitment to our partners. Meet customer needs with a next generation portfolio, help save time and costs with a transformed service experience, and get flexible support programs. Watch your business grow and help your profit margins go up.



Complete A4 and A3 lineup, with comprehensive paper handling accessories

## Gain more opportunities with HP's broad portfolio

**Breakthrough innovation.** Get the high quality and reliability you expect from HP, now at the low operating cost per page of a copier.

**The industry's strongest print security.**<sup>1</sup> Help customers protect their network and information with HP's innovative features that help keep devices, data, and documents secure.

**Super low colour costs.** HP PageWide devices offer low Operational Cost Per Page (OCP), to help you win ultra-competitive colour contracts.



Next generation tools and hardware help make service visits more efficient

## Transform the service experience, for you and your customers

**Smart Device Services.** Next generation of HP device monitoring, management, and remote analytics can reduce service costs and maximise device uptime.

**Lower prices, longer life.** Get hardware service parts and consumables designed for the contractual market.

**HP PageWide devices.** These revolutionary products use fewer, longer life consumables and parts—meaning less intervention and expense for you.



Training and support you need to win

## Count on HP's commitment to your success

**Predictable costs.** Count on stable pricing from HP.

**Less competition.** Get closed distribution with selective geographic coverage.

**Designed for success.** Simple programs, incentives, and leasing programs make it easy to sell HP devices.

**Increased uptime.** With HP quality and reliability, you have fewer service interruptions, which means higher customer satisfaction and greater loyalty.

We get it. You want to attract new customers and keep them happy with a superb service experience. Our next generation A3 devices were designed with you in mind—making the service process simple and efficient, to increase your bottom line.

## Designed to make service simpler

**Fewer parts and consumables.** HP LaserJet devices offer parts packs (sub assembly components); HP PageWide devices have up to 80% fewer long life consumables (LLCs).<sup>2</sup>

**Contractual Care Packs.** Simplify service for you and your customers.

**Common engine design.** Reduce costs through less training, fewer parts, and common supplies.

**Common accessories.** Increase flexibility across the LaserJet portfolio and across the PageWide portfolio.

## Smart tools and services to manage customer fleets

Next generation HP A3 devices come with HP Smart Device Services (SDS) technology for advanced monitoring and management. SDS helps lower costs and makes your job easier—plus, it integrates seamlessly with the best-in-class third-party tools you're already using.

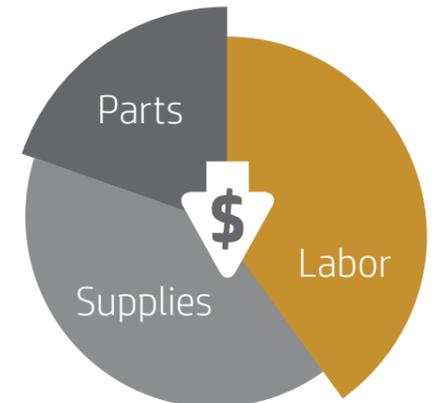
**Increased efficiency.** Use the power of IT to reduce service visits and optimise service delivery.

**Remote diagnosis and remediation.** Resolve simple device issues without an onsite service visit, saving costs and improving device uptime.

**Know before you go.** Get the information you need to fix the problem—including what parts are needed—before dispatching service to the customer site.

**Reliable monitoring.** Track all your customer's HP devices to get accurate page counts for every billing cycle.

**Backward compatibility.** Get the benefits of SDS across the HP Enterprise fleet—even on FutureSmart devices released as far back as 2012.



**We're lowering service costs—which translates to higher profits for you. How does it add up?**

- Break/Fix parts (and labor to install them) will be reduced due to better pre-visit diagnosis.
- Optimised device and supply management can keep consumables from being replaced early, providing more value.
- A significant number of current no-part service events will be resolved remotely. Remote service costs a fraction of an onsite call—garnering big savings.

# Capitalise on HP's next generation portfolio

Your customers love HP's A4 devices. Now, a comprehensive new portfolio of A3 devices extends that same quality, reliability, security, and solution support across the spectrum—printers and MFPs, LaserJet and PageWide, colour and monochrome.

## Colour A3 25 ppm price class

		
<b>PageWide Managed P77740 MFP</b>	<b>Color LaserJet Managed E77822 MFP</b>	<b>Color LaserJet Managed E77825 MFP</b>
Up to 60 ppm <sup>3</sup> Up to 4,650 input <sup>5</sup> Up to 30,000 RMPV <sup>6</sup>	22 ppm <sup>4</sup> Up to 3,140 input <sup>5</sup> Up to 25,000 RMPV <sup>6</sup>	25 ppm <sup>4</sup> Up to 3,140 input <sup>5</sup> Up to 25,000 RMPV <sup>6</sup>

## 35 ppm price class

			
<b>PageWide Managed P75050 Printer P77750 MFP</b>	<b>PageWide Managed E77650 MFP</b>	<b>Color LaserJet Managed E77830 MFP</b>	<b>Color LaserJet Managed E87640 MFP</b>
Up to 70 ppm <sup>3</sup> Up to 4,650 input <sup>5</sup> Up to 40,000 RMPV <sup>6</sup>	Up to 70 ppm <sup>3</sup> Up to 4,650 input <sup>5</sup> Up to 40,000 RMPV <sup>6</sup>	30 ppm <sup>4</sup> Up to 3,140 input <sup>5</sup> Up to 30,000 RMPV <sup>6</sup>	40 ppm <sup>4</sup> Up to 6,140 input <sup>5</sup> Up to 40,000 RMPV <sup>6</sup>

## 45 ppm price class

	
<b>PageWide Managed E75160 Printer E77660 MFP</b>	<b>Color LaserJet Managed E87650 MFP</b>
Up to 80 ppm <sup>3</sup> Up to 4,650 input <sup>5</sup> Up to 50,000 RMPV <sup>6</sup>	50 ppm <sup>4</sup> Up to 6,140 input <sup>5</sup> Up to 45,000 RMPV <sup>6</sup>

## 55 ppm price class


<b>Color LaserJet Managed E87660 MFP</b>
60 ppm <sup>4</sup> Up to 6,140 input <sup>5</sup> Up to 50,000 RMPV <sup>6</sup>

## Mono A3 25 ppm price class


<b>LaserJet Managed E72525 MFP</b>
25 ppm <sup>4</sup> Up to 3,140 input <sup>5</sup> Up to 40,000 RMPV <sup>6</sup>

## 35 ppm price class

		
<b>LaserJet Managed E72530 MFP</b>	<b>LaserJet Managed E72535 MFP</b>	<b>LaserJet Managed E82540 MFP</b>
30 ppm <sup>4</sup> Up to 3,140 input <sup>5</sup> Up to 45,000 RMPV <sup>6</sup>	35 ppm <sup>4</sup> Up to 3,140 input <sup>5</sup> Up to 50,000 RMPV <sup>6</sup>	40 ppm <sup>4</sup> Up to 6,140 input <sup>5</sup> Up to 80,000 RMPV <sup>6</sup>

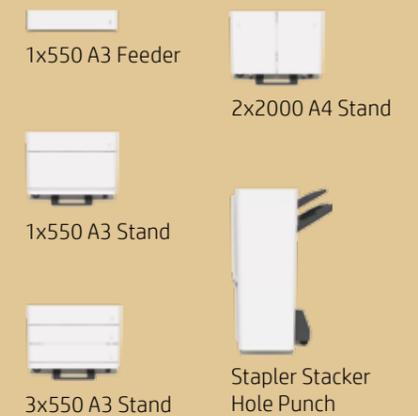
## 45 ppm price class


<b>LaserJet Managed E82550 MFP</b>
50 ppm <sup>4</sup> Up to 6,140 input <sup>5</sup> Up to 90,000 RMPV <sup>6</sup>

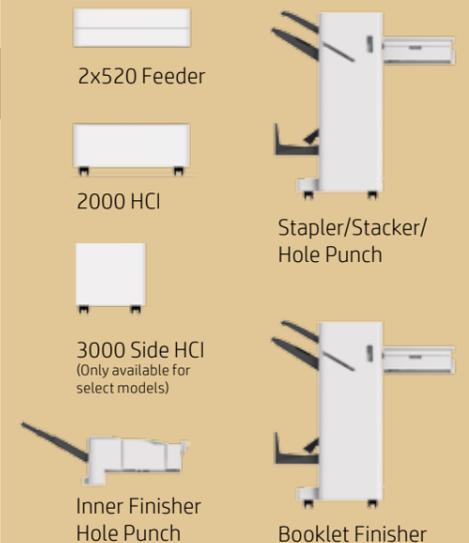
## 55 ppm price class


<b>LaserJet Managed E82560 MFP</b>
60 ppm <sup>4</sup> Up to 6,140 input <sup>5</sup> Up to 100,000 RMPV <sup>6</sup>

### PageWide A3 accessories



### LaserJet A3 accessories



# Putting our partners first



The HP Partner First Managed Print Specialist Program is designed with you in mind, to help you provide your customers tailored printing solutions. You have the flexibility to use your own infrastructure for contract management, leave it to HP—or a mix of both. Rest assured, we'll provide the expert training, support, and service you need for success.

## Scalable programs designed to meet your needs



Dedicated MPS portfolio with special pricing



Enhanced partner compensation



Dedicated support

Flexible infrastructure—use your own, use HP, or a mix of both

HP is committed to your success. We want to make it easy for you to sell and service our products, and keep your customers for the long run. We will be there for you, every step of the way.

### Training

**Service training.** We'll provide the training your technicians need to confidently diagnose issues, make repairs, and instruct users.

**Right time, right place.** Get training in a variety of ways: self-paced, webinar, hands-on, etc.

### Expert support

**Access to the experts.** HP experts are ready at HP Support Centers to help you resolve problems, no matter how complex.

**Local contacts.** Dedicated HP field sales representatives provide pre-sale support to help you close the deal. Post-sale support can help you improve processes and communications, find and fix immediate problems, or escalate parts and service issues.

**Product and support insights.** HP continuously monitors product quality in the field, to proactively anticipate and resolve any issues you may have. The insights provided by integrated Smart Device Services help optimise and improve our products.

### Parts and warranty

**Availability assurance.** Our Partner First Managed Print Specialist partners can count on closed distribution, with prioritised availability for any parts or LLCs that are constrained.

**Available and priced right.** Get expedited ordering and same-day delivery—when needed—plus a discount on parts purchases.

### Partner resources

The new **Partner First Platform** gives you anytime access to the HP business tools, resources, information, service, and support you need throughout the sales cycle—all in one place: [partner.hp.com](https://partner.hp.com).

**HP Sales Central** is a centralised location where your sales force can access all the latest sales tools, presentations, data sheets, and battle cards to help them close the deal: [hpsalescentral.com](https://hpsalescentral.com).

## Protect devices, data and documents

Your customers may not realise that unsecured printers can put their sensitive information at risk. Unsecured firmware, hard drives, control panels, input and output trays all can open devices—and the network—to attack. HP provides the industry's strongest print security to help protect customers' devices, data and documents.<sup>1</sup>

64%

IT managers report likely printer malware infection<sup>7</sup>

60%

IT managers reported a printer data breach<sup>8</sup>



### Secure the device

**HP Sure Start** keeps BIOS safe

**Whitelisting** keeps firmware safe

**Run-time intrusion detection** keeps memory safe

**HP JetAdvantage Security Manager** keeps the fleet secure



### Secure the data

**Authentication** prevents unauthorised access

**Encryption** prevents data theft and alteration

**Monitoring** identifies threats and self-heals



### Secure the document

**Workplace privacy and compliance** through secure document workflows

**Anti-counterfeit tools** deter tampering and fraud



## Help customers execute a comprehensive security plan

Become your customers' trusted security advisor. When combined with the unique security features on HP devices, HP's software and cloud solutions—like JetAdvantage Security Manager—can help customers build, deploy, and maintain their device security and compliance plan.

## Let's get started

HP is offering you everything you need to win big. Meet any customer need with a next generation portfolio and a wide array of accessories. Capture more of the colour market with the unique advantages of HP PageWide. Keep customers happy and increase your profitability with an improved service process. Lean on HP for training, support, and service that will exceed your expectations.

<sup>1</sup> Applies to HP Enterprise-class devices introduced beginning in 2015 and is based on HP review of 2016 published embedded security features of competitive in-class printers. Only HP offers a combination of security features for integrity checking down to the BIOS with self-healing capabilities. A FutureSmart service pack update may be required to activate security features. For a list of compatible products, visit: <http://h20195.www2.hp.com/V2/GetDocument.aspx?docname=4AA6-1177EEW>. For more information, visit: [hp.com/go/printersecurityclaims](http://hp.com/go/printersecurityclaims).

<sup>2</sup> Fewer service parts claim based on BLI analysis of leading in-class A3 MFPs as of August 2016; calculations use publicly available and/or published manufacturer rated yields for long-life consumables and assume 600,000 pages printed (using a 60% black/40% colour ratio); market share as reported by IDC as of Q2 2016.

<sup>3</sup> Measured using ISO/IEC 24734 in non-default general office print mode. Default professional print mode speed, measured using ISO/IEC 24734, is 20 ppm less than general office print mode.

<sup>4</sup> Measured using ISO/IEC 24734, excludes first set of test documents. For more information, see [hp.com/go/printerclaims](http://hp.com/go/printerclaims). Exact speed varies depending on the system configuration, software application, driver, and document complexity.

<sup>5</sup> Purchase of optional paper trays required to reach maximum input capacity.

<sup>6</sup> HP recommends that the number of printed pages per month be within the stated range for optimum device performance, based on factors including supplies replacement intervals and device life over an extended warranty period.

<sup>7</sup> Ponemon Institute, "Annual Global IT Security Benchmark Tracking Study," March 2015.

<sup>8</sup> Ponemon Institute, "Insecurity of Network-Connected Printers," October 2015.

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