

Brief

Offer a new level of printing excellence



HP Managed MFPs and printers

Benefit from the cost and performance advantages of increased duty cycles,¹ higher Recommended Monthly Page Volume (RMPV),² suppressed low supplies alerts, and more.



Extend RMPV by up to 300%²



Increase cartridge yields by up to 43%⁴

Help your customers get the most out of managed print services when you introduce them to the enhanced benefits offered by HP Managed MFPs and printers. Offered exclusively through the HP Managed Print Services (MPS) specialty channel, they take HP printing excellence to a new level, providing customers with better cartridge yields,³ higher monthly duty cycles,¹ higher RMPV,² and increased fleet management flexibility. And when your customers win, you win too. You'll be able to leverage these distinct advantages to enhance your MPS offering, boost sales, and provide a better customer experience.

Unique advantages

HP Managed MFPs and printers build upon the reliability, networkability, and ease-of-use of the HP Pro and Enterprise-class devices with additional benefits including lower operating costs and added printing efficiency. While they look similar and use the same toner cartridges, the entire managed printing system is fine-tuned to improve the overall MPS experience thanks to the inclusion of HP JetAdvantage Management, which enables:

- Up to 43% increase in cartridge yield on HP LaserJet devices^{3,4}
- Higher duty cycle and RMPV^{1,2}
- Lower total cost of ownership⁵
- Suppressed low supplies and consumable alerts by default
- SNMP counters that monitor health and performance for simple device management



Benefits for partners

The user advantages of HP Managed printers and MFPs are clear—but as a partner who offers these solutions, there are several benefits for you as well:

- **Minimum availability of 5 years to stated ISO yields:** Contractual provisions make sure you won't have to worry about a change in infrastructure and ISO yields affecting what you're able to offer your customers
- **Simple installation:** HP JetAdvantage Management software is designed to be easily installed, and an HP support system is available to assist with any issues that arise
- **Protected customer data:** Be confident your customer data is safeguarded with strict HP policies that provide ethical behaviour and an option to use aliases for customers registered in the system
- **Works in most customer environments:** Tools provided by HP make this solution compatible in the vast majority of situations, with additional long-term plans to develop solutions for USB-connected devices and customers with ultra-high security concerns



Gain exclusive access to the following advantages:



Help cut overall printing cost per page



Extend device life



Minimise premature toner replacement



Simplify device management



Configure alerts for proactive supplies management



Devices designed to perform

HP Managed printers and MFPs are comprised of two key components:

1. An HP printer or MFP
2. HP JetAdvantage Management software

The newest lineup of managed devices is available exclusively through the HP Managed Print Specialist programme and includes 11 MFPs and 6 single function printers to choose from. Each one offers valuable operating cost benefits, including getting more pages out of Original HP Supplies.⁶

Choose from:

- **HP OfficeJet Pro:** Delivering professional-quality colour and speed at a low cost-per-page in a compact package, HP OfficeJet Pro printers are ideal for smaller workgroups where space is limited.
- **HP PageWide:** Revolutionary HP PageWide technology provides high-quality colour prints in high volumes. With best-in-class cost of ownership⁵ and energy efficiency,⁷ these printers are a flexible solutions for both small and medium size workgroups.
- **HP LaserJet:** Enjoy leading laser performance, print-shop quality colour, and the ability to print your first page and produce two-sided prints faster than the laser competition. The broad LaserJet portfolio supports a wide range of workgroup sizes.⁸
- **Next generation A3 portfolio:** Redefine service costs while taking productivity and network security to a new level. Available in 2017, HP's next generation A3 portfolio includes printers and MFPs, as well as LaserJet and PageWide technology.

Masterful management

What sets HP Managed printers and MFPs apart from similar models is they all can be managed more efficiently with HP JetAdvantage Management software, which enables easy monitoring, management, updating, and troubleshooting of devices.

HP JetAdvantage Management software is **security certified** through an independent evaluation by Buyers Lab Inc., so you can offer your customers peace of mind.

Additionally, you can assure customers the information collected by the software does not include content or user information—**only device and fleet data.**



Enjoy the benefits of partnering with HP MPS

In addition to profiting from MFPs and printers that have been specifically designed for efficiency and cost-effectiveness in a managed environment, you can also offer all the advantages of HP Managed Print Services, to provide:

- **Unparalleled print security** to protect your fleet, address compliance requirements, and proactively identify printer security issues
- **Strategic partnership** to help deliver measurable results
- **Automation and business intelligence** to enable smarter decision-making and increase uptime
- **Scale and flexibility** for businesses of all sizes, in virtually any part of the world
- **World-class service** to leverage decades of HP printing expertise and Managed Print Services leadership

Learn more at
hp.com/go/mps

- 1 Duty cycle is defined as the maximum number of pages per month of imaged output. This value provides a comparison of product robustness in relation to other HP LaserJet or HP Colour LaserJet devices, and enables appropriate deployment of printers and MFPs to satisfy the demands of connected individuals or groups.
- 2 RMPV = Recommended Monthly Page Volume. HP recommends that the number of pages per month of imaged output be within the stated range for optimum device performance, based on factors including supplies replacement intervals and device life over an extended warranty period.
- 3 Increased yield applies to the HP LaserJet devices only.
- 4 Average yield based on ISO/IEC 24711 or HP testing methodology and continuous printing. Actual yield varies considerably based on content of printed pages and other factors.
- 5 TCO based on 90,000 pages for PageWide Pro and 150,000 pages for PageWide Enterprise; mfrs' published specs for page yields and energy use; manufacturers' recommended street prices for hardware and supplies; and CPP based on ISO yield with continuous printing in default mode with highest-capacity cartridges. Comparisons are to Pro-class colour business printers and MFPs £300–£1000 as of 9/2015 and Enterprise-class colour business A4 MFPs £500–£3000 as of 11/2015, excluding products with 1% or lower market share. More at hp.com/go/learnaboutequipment and hp.com/go/PageWideClaims.
- 6 Compared to the equivalent HP non-mSKU product using largest available cartridge (YC if applicable). Yield increases depend on customer environment.
- 7 Energy efficiency comparison based on TEC data reported on energystar.gov. TEC data normalised to determine energy efficiency of majority of in-class Pro-class colour business printers and MFPs £300–£1000 as of Sept. 2015 and Enterprise-class colour business printers and MFPs £500–£3000 as of Nov. 2015, excluding products with 1% or lower market share. Learn more at hp.com/go/PageWideClaims.
- 8 Based on HP internal testing of top three leading competitors' first page out and duplex print speeds completed 12/2015. Subject to device settings. Actual results may vary. For details see hp.com/go/ljclaims.

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