

Case study

Axsa Imaging Solutions

HP Financial Services helps Axsa gain greater flexibility to meet customers' evolving requirements



Organization

Axsa Imaging Solutions

Country

United States

Industry

Print Services

HP Product

HP PageWide XL

HP Financial Services Solution

HPFS Investment Solution



“To stand out in the marketplace as our customers’ partner of choice, it’s crucial to have a differentiated solution. HP Financial Services helps create that long-term value and differentiation our customers look for. With HP Financial Services, we can deliver a level of flexibility that we otherwise couldn’t provide. This enables our customers to acquire the latest innovation in print—on terms that are aligned to their specific business requirements.”

— Bob Christensen, President, Axsa Imaging Solutions



Organization profile

As one of Central Florida’s largest locally-owned businesses dedicated to wide format printers, scanners, and plotters, Axsa Imaging Solutions provides customers with cost effective, leading edge technology designed for their needs. Over 20 years in business, they are continually expanding their product lines and services—providing unmatched support and service for their clients’ needs and wants. They have a long-standing heritage that roots in Architecture, Engineering, Construction, Reprographics, and Manufacturing.

Business situation and challenge

Axsa's success comes from providing their customers—many being reprographic, architecture, and contracting organizations—with innovative technology that drives growth, profitability and helps improve overall productivity. Axsa's customers rely on their print infrastructure as a revenue generator and key differentiator for their business. It is therefore crucial that these customers have access to the latest print technology, without losing financial agility.

Challenged to find new ways to meet current demands, customers were seeking alternative ways to acquire print technology, and were moving away from traditional approaches that limited their ability to adapt. In addition, many of Axsa's customers wanted to be able to move to innovative HP PageWide XL technology, which offers rapid large-format monochrome and color printing and significant savings in total production costs. But many of their customers were being held back by legacy machines that were too rigid to meet desired outcomes. Therefore, enhancing the overall flexibility and agility of Axsa's offers was vital to ensuring solutions could be tailored to their customers' unique business needs.

HP Financial Services solution

Axsa, in partnership with HP Financial Services, was able to design an investment solution that could adapt to their customers individual requirements, without impacting their budget or negatively affecting cash flow, a crucial element for their customers. With the support of HP Financial Services, Axsa has been able to help their customers transition to the latest technology for just a small cost per month, as opposed to a large capital outlay that in most cases would simply not be feasible.

The flexibility that HP Financial Services was able to provide, has helped open Axsa up to new business opportunities and has enabled them to deliver creative solutions to move their customers' business forward.

Benefits

By working with HP Financial Services, Axsa's customers are able to:

- Transition quickly and easily to modern and innovative HP print technology
- Save time by simplifying the planning and acquisition of technology
- Maximize cash flow and reduce ongoing maintenance and support costs

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