

Please utilize this sample copy when developing web and digital marketing.

## HP JetAdvantage On Demand

Product Number K4Q68AA

Headline message	Business printing simplified
Short Message	Simplify business printing with the industry's first SaaS (Software as a Service) portal for managing both apps and users. <sup>1,2</sup> Shop for, deploy and manage printing and imaging apps designed to help streamline business processes.
Long Message	Easily shop for, deploy and manage business printing and imaging solutions with the industry's first SaaS (Software as a Service) portal that allows for management of both apps and user access to those apps. <sup>1,2</sup> Choose from a collection of apps specifically selected to help streamline business processes.
Key Benefit 1: Radically simple	<p><b>Short version:</b> Easily discover, try, and deploy apps online—no need for on-site servers or software updates.</p> <p><b>Long version:</b> Easily shop for, deploy and manage business printing and imaging solutions with HP JetAdvantage On Demand. The online catalog lets you discover available apps, and an integrated trial start button lets you try before you buy. Help avoid the incremental cost and time required to deploy on-site servers and manage software updates with an easy-to-use, cloud-based portal.</p>
Key Benefit 2: Advanced control	<p><b>Short version:</b> Monitor and manage all apps and users' access from a single, web-based portal.<sup>2</sup></p> <p><b>Long version:</b> HP is bringing together industry-leading applications and user management into one highly intuitive web-based portal. From a single, secure login, you can deploy, administer licenses, and assign end user access.</p>
Key Benefit 3: Enhanced security	<p><b>Short version:</b> All apps are HP Security-Certified<sup>2</sup>, and flexible authentication options prevent unauthorized access.</p> <p><b>Long version:</b> Trust HP to help protect your business with end-to-end business-class security. Every app offered through HP JetAdvantage On Demand<sup>1</sup> is HP Security-Certified and compliant with data privacy best practices. Data is protected through encryption in transit and while stored in the cloud, using industry-grade 256-bit Advanced Encryption Standard (AES256). Flexible authentication options help guard against unauthorized access to information.</p>

Suite of Applications	<p><b>Short version:</b> Choose from industry-leading, HP Security-Certified apps that enhance transparency, security, and productivity of your print fleet. Most apps will work with HP and non-HP devices.</p> <p><b>Long version:</b> Enhance the capabilities of your printers, MFPs, and scanners. Designed to support HP and multi-vendor devices, HP JetAdvantage On Demand provides a single source for leading SaaS business printing and imaging apps. Choose from HP and third-party apps specifically selected to provide added security, comprehensive usage tracking, improved workflow productivity, and more.</p>
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## Legal disclaimers:

- 1 Based on an HP assessment of print manufacturers SaaS offerings as of September 1, 2016, no other print manufacturer offers a single cloud portal for user and app management.
- 2 Requires Internet access. Supported browsers include Microsoft® Internet Explorer® 9-11, Google Chrome™ 9 and newer, Mozilla® Firefox® 4 and newer, and Safari® 5 and newer. Compatible with select HP LaserJet, PageWide, OfficeJet Pro, and Digital Sender Flow devices that can connect to the Internet. Some apps support multi-vendor environments. May require a firmware upgrade.



Icon

72 dpi png <http://product-images.www8-hp.com/digitalmedialib/prodimq/lowres/c04477701.png>

300 dpi <http://product-images.www8-hp.com/digitalmedialib/prodimq/lowres/c04477688.jpg>

Lowres image <http://product-images.www8-hp.com/digitalmedialib/prodimq/lowres/c04477681.gif>

## Links to HP JetAdvantage On Demand Brochure

brochure / EN\_US / HP JetAdvantage On Demand. Brochure

(LTR) <http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4aa6-7569enw>

(A4) <http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4aa6-7569eew>

# HP JetAdvantage Insights

Headline Message	You can't manage what you can't see
Short Message	Gain powerful insights into print costs, printing behaviors and printer utilization to drive efficiencies with this innovative cloud-based analytics solution.
Long Message	
App Description	<p>Optimize the company's print investment.</p> <p>Maximize the company's resources by gaining insights into the print environment. With a simple, user-friendly dashboard, HP JetAdvantage Insights provides on-demand viewing of printing behaviors and device use—including non-HP and PC-connected printers. Easily deploy and scale this cloud-based solution across the entire fleet—without the need for expensive servers.<sup>1</sup></p> <p>HP JetAdvantage Insights solution is available on the HP JetAdvantage On Demand web-based portal. From this centralized application management console, you can access and manage industry-leading applications and assign user access.</p>
Supporting features	
Understand your print environment	
<b>Headline:</b> User-friendly dashboard	Real-time data at your fingertips. No more time-consuming analysis and data crunching; freeing up IT time and resources.
<b>Headline:</b> See all printers	Accurately monitor every device in your fleet – including non-HP and PC-connected printers and MFPs
<b>Headline:</b> East to deploy	Monitor devices without complexity or capital investment of server-based software. Data about print jobs is secured in a HP cloud <sup>1</sup>



HP JetAdvantage  
Insights  
Icon

Video introduction

[Transform data into action](#)

Influence printing behavior to make the best use of devices.

Watch now [Video embed code below: `<iframe width="560" height="315" src="https://www.youtube.com/embed/HkB6DsKZStU" frameborder="0" allowfullscreen></iframe>`]

Trial call-to-action – see instructions on how to add trial form

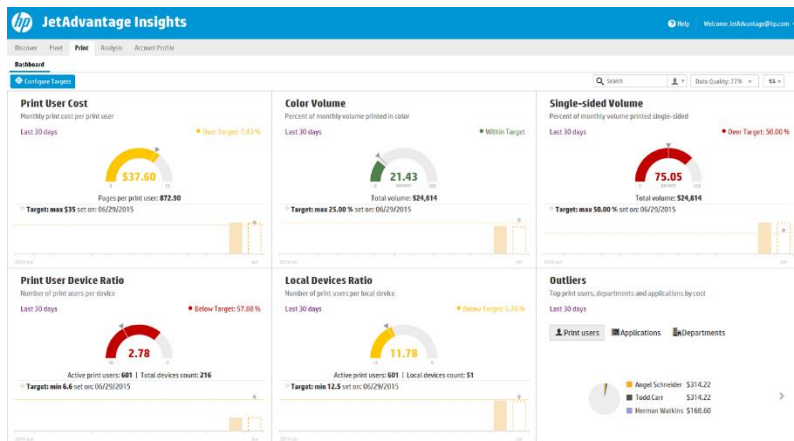
[Take the next step](#)

Request a free 30-day trial

Try now [hyperlink URL]

White paper link- <https://h22189.www2.hp.com/assetdetails/0900a5a589bcfc20>

Product image photo – <https://hpscassets.blob.core.windows.net/solutions/InsightsGauges.png>



Lifestyle photo 1 – <https://hpscassets.blob.core.windows.net/solutions/JetAdvantageInsights1.jpg>



Lifestyle photo 2 – <https://hpscassets.blob.core.windows.net/solutions/JetAdvantageInsights2.jpg>



# HP JetAdvantage Secure Print

Headline Message	Your convenient, cost-effective, more secure way to print
Short Message	Help increase security and productivity throughout your print environment. With the HP JetAdvantage Secure Print app, you can help protect company information and conserve print resources. <sup>1</sup>
Long Message	Easily take control of your print environment with increased security and productivity. The HP JetAdvantage Secure Print app helps protect company information and conserve print resources without the cost and hassle of deploying onsite servers and software. <sup>1</sup>
App Description	<p>HP JetAdvantage Secure Print is a cloud-based solution that increases security and control of your print environment by releasing documents only to authorized users. Print jobs can be held in the cloud, on the user's client, or both, until users are authenticated - compatible with a range of authentication options, including card readers and QR codes. HP's most robust SaaS pull print app is compatible with any HP or non-HP printer or MFP on your network. The solution helps cut costs by reducing waste and increasing productivity— without the need for additional onsite servers, storage, and software.</p> <p>HP JetAdvantage Secure Print solution is available on the HP JetAdvantage On Demand web-based portal. From this centralized application management console, you can access and manage industry-leading applications and assign user access.</p>
Supporting features	
Increase the security and confidentiality of your print environment	
<b>Headline:</b> High-caliber security for your print environment	Help protect your company's sensitive information- print jobs are held in a protected queue until users are authenticated. Unclaimed jobs are automatically deleted based on your company's expiration policy.
Reduce costs and waste	
<b>Headline:</b> Print smart—conserve office resources	Help reduce printing waste and costs from unclaimed print jobs or missing pages. With HP JetAdvantage Secure Print, each print job lands in the right hands, so nothing gets lost or abandoned. <sup>1</sup>
Enhanced Productivity	
<b>Headline:</b> <i>Step up productivity</i>	Help save time and boost efficiency—empower users to print from any enabled printer or MFP on the network, even non-HP for consistent printing throughout the office.

1 Pull printing works with any network-connected printer or MFP. On-device authentication is available for many HP LaserJet, PageWide, and OfficeJet Pro devices and selected non-HP devices. Some devices may require a firmware upgrade. Internet connection required for cloud storage and retrieval of print jobs. Print-job release from a mobile device requires a network connection and QR code. For more information and a list of supported printers and MFPs, see [hpjetadvantage.com](http://hpjetadvantage.com).

2 HP JetAdvantage Insights is a web-based app that requires Internet access and must be purchased separately. For more information and a list of supported printers and MFPs, see [hpjetadvantage.com](http://hpjetadvantage.com).

**Trial call-to-action** – see instructions on how to add trial form

[Take the next step](#)

Request a free 30-day trial

Try now [[hyperlink URL](#)]

Icon



Links to icons & brief

Product image photo – <https://hpccmsassets.blob.core.windows.net/solutions/InsightsGauges.png>

Solution brief - <https://h22189.www2.hp.com/assetdetails/0900a5a589bb69b6>

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