

Data sheet

# HP Business Transformation Solution



Grow your print business with an HP Indigo 12000 Digital press solution



May 2017

## HP Business Transformation Solution for offset houses

### Key benefits<sup>1</sup>

- **Realize the full potential** of your HP Indigo 12000 Digital Press quicker.
- **Decrease your labor costs** by up to 25%, and reduce waste by up to 5% by automating production.
- **Increase your selling prices** by up to 20%.
- **Delight your customers** by reducing turnaround times by up to 50%.
- **Significantly improve output quality and consistency.**

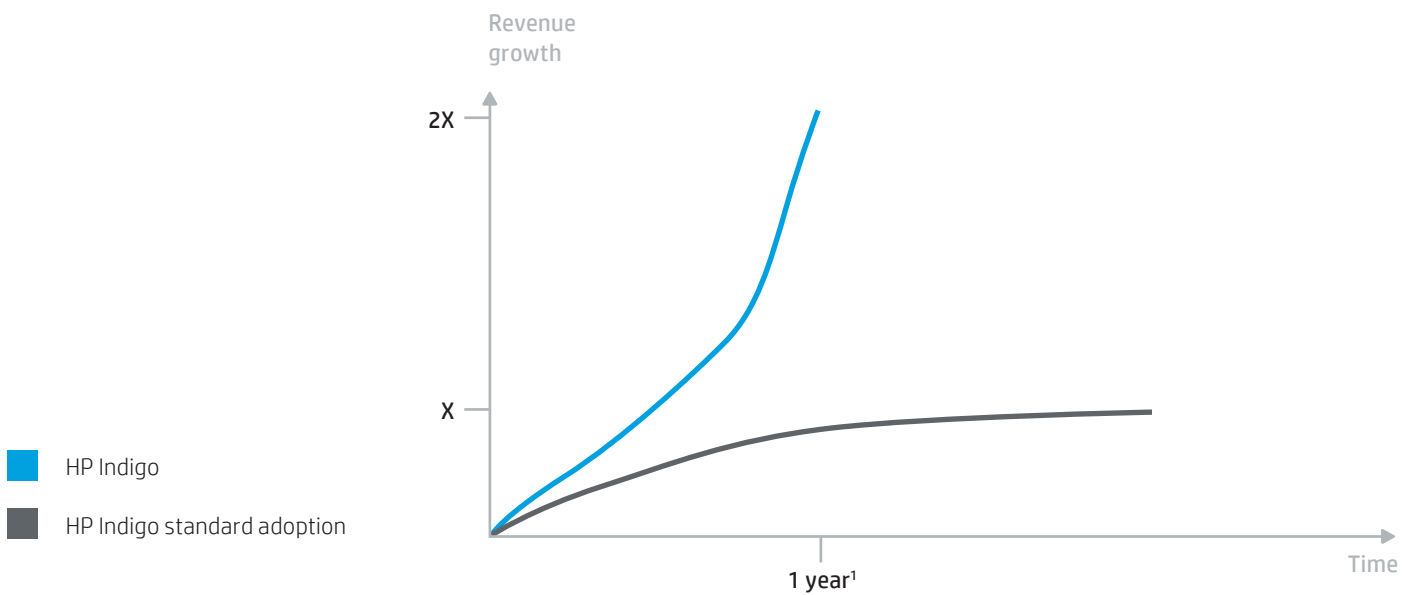
The HP Business Transformation Solution (BTS) helps you discover a large range of new business opportunities and capabilities that you can achieve with your HP Indigo 12000 Digital Press. This combined solution provides you with the skills, software and know-how needed to transform your commercial print business, and quickly take full advantage of the digital era.

Buying an HP Indigo 12000 Digital Press is more than a standard product purchase; it opens new business opportunities and sets the path for growth. Today's new digital technologies aren't just here to keep us doing the same as before. They're here to revolutionize the way we make things and how we target new markets.

The HP Business Transformation Solution for offset printing companies focuses on three specific areas for transformation: cost savings, revenue growth, and customer loyalty. By putting it into action, you can unleash the full potential of your HP Indigo 12000 Digital Press faster than ever, enhancing performance, profitability, and customer satisfaction.

### Print operations ramp-up<sup>1</sup>

#### Print Transformation Solution adoption vs. standard adoption



<sup>1</sup> Average figures based on HP Indigo success stories in EMEA



## Focus on costs

### HP Indigo EPM Kit includes:

- Enfocus EPM configurators
- Predefined switch flows
- Set of 41 test files
- PitStop server, Preflight profiles, and action list
- HP Device Link Profile creation tool
- Documentation
- Requires Enfocus Switch and Enfocus PitStop Server v12 update 3 or above

The HP Business Transformation Solution provides critical skills, software solutions and guidance needed to decrease your print shop labor costs by 25% while reducing waste by up to 5%.

**Enfocus EPM preflight software** helps you automatically evaluate and sort which jobs qualify for Enhanced Productivity Mode (EPM) or traditional CMYK printing, preflighting print-ready PDF files, and routing the jobs to EPM-specific and non-EPM specific hot folders. This software solutions allow you to:

- Increase revenues by shifting more print volume to EPM
- Save time by automatically sorting files suitable for EPM mode printing
- Reduce costs by avoiding manual touch points
- Optimize your manufacturing processes with standardized production methods

**HP PrintOS** is a print production operating system with web and mobile apps that helps you get more out of your HP presses and printers, and simplify production. Access the open, secure cloud-based platform anytime, anywhere to continuously improve your operations, and make better, faster decisions. One of the many applications offered on PrintOS is Print Beat. Print Beat provides visibility to press performance and real-time, data driven insights to drive continuous improvement in print operations.

**Premium production support**<sup>2</sup> to ensure your HP Indigo 12000 Digital Press is performing at top condition, we are offering a suite of premium production support services customized to your business needs. This includes onsite training and best practices for all of your operators so they are able to:

- Follow maintenance and troubleshooting best practices
- Maximize consumables utilization
- Manage the environment and whole production process in a lean and efficient manner

**HP digital consultancy** is a customized service that offers one year of remote monthly reviews with an HP Indigo experts, to trigger your continuous performance improvement and monitor maintenance processes, while reviewing business opportunities and progress.

<sup>2</sup> With five-day premium support onsite



## Focus on revenues

### HP SmartStream Designer technical specifications

#### HP SmartStream Designer for Adobe InDesign

- Mac OS X versions 10.10, or 10.11, 10.12, Java JDK 8
- Microsoft Windows 7 with Service Pack 1, Windows 8, Windows 8.1, or Windows 10, Java JRE 8
- Minimum 8GB memory
- Adobe InDesign CS6, CC 2015 or CC 2017 64bit

#### HP SmartStream Designer for Adobe Illustrator

- Mac OS X versions 10.10, or 10.11, 10.12, Java JDK 8
- Microsoft Windows 7 with Service Pack 1, Windows 8, Windows 8.1, or Windows 10, Java JRE 8
- Minimum 8GB memory
- Adobe Illustrator CC 2015 or CC 2017 64bit

**HP Mosaic** is available for the latest versions of HP SmartStream Designer for Adobe InDesign and Adobe Illustrator. It can also be used with HP SmartStream Designer 6.3 for Adobe InDesign CS6.

The revenue focus of the HP Business Transformation Solution provides you with critical tools needed to increase productivity and efficiency. It also teaches you how to target new digital business opportunities and increase your selling prices by up to 20%.

**HP SmartStream Designer software** helps you enter the variable data printing world smoothly by increasing productivity and efficiency across your printing production operation. It enables you to:

- Integrate with third-party solutions to create greater engagement with prospects
- Produce unique products with creative designs
- Personalize and individualize marketing collateral in large quantities
- Offer a high-end, high-quality brand protection solution
- Create compelling and engaging marketing experiences
- Manage and track your inventory and products
- Impose a complete project of different page sizes into a single InDesign document

**HP Mosaic** is a variable design technology software provided with HP SmartStream Designer that enables the creation of one-of-a-kind products for a memorable customer experience. It automatically generates hundreds, thousands, and even millions of unique graphics for variable data jobs, from a fixed number of base patterns, using scaling, transposition, and rotation.

**“How to sell digital” training** is a one-day training session to acquaint you with the new world of digital printing and the HP Indigo 12000 Digital Press, to help you drive new applications and penetrate new digital markets. The session covers ramping up your sales teams, an explanation of the basic elements you will need in order to effectively target new digital opportunities, and practical examples of global customer success stories

**Substrates training** is a one-day onsite training session to prepare your operation for the vast range of media available with your HP Indigo 12000 Digital Press. It covers how to complement the value of digital prints with sensory experiences, how to use media more efficiently, best substrate practices, and discussions about local suppliers and options.



## Focus on loyalty

### HP SmartStream Production Center technical specifications

#### Supported browsers:

- IE11 and latest versions of Chrome, Firefox & Safari

#### Server information:

- CPU – 2x Intel® Xeon® E5-2690v3 (2.6GHz/12-core/30MB/135W)
- Memory – 32GB (8x 8GB Single Rank x4 DDR4-2133)
- HDD – 8x 300GB SAS 10K rpm SFF Dual Port
- HP Smart Array P440i/2G FIO Controller
- Network ports – 4x 1Gb
- iLO – 1x iLO4
- PS – 2x power supply 800W
- DVDRW
- SDHC – 32GB
- Windows server 2008 R2

The loyalty focus of the HP Business Transformation Solution provides you with the critical elements you need to impress and delight your customers. By implementing it, you will be able to reduce overtimes and turnaround times by up to 50%, and maximize digital color consistency of your HP Indigo 12000 Digital Press.

**HP production management software** helps you automate production tasks and provide you with production site visibility to increase site efficiency. Based on your needs, a pre-sales consultant will provide you with the recommended solution.

**HP SmartStream Production Center software** is an in-house solution that fits into any existing environment to automate and oversee production of digital, conventional, and hybrid jobs. It helps you manage and control an exponentially growing number of digital jobs, providing you with:

- Flexible, versatile dashboards to gain full insights into the real-time status of production
- Production optimization to effectively consolidate multi-piece orders and reduce shipping costs through automatic bin management
- Job prioritization and workload prediction to meet SLAs
- Shop floor tracking using barcodes for easy component traceability

**HP PrintOS Site Flow** is a cloud-based package that helps you improve your SLAs and generate more business, by increasing the productivity of your printing organization. Capabilities include:

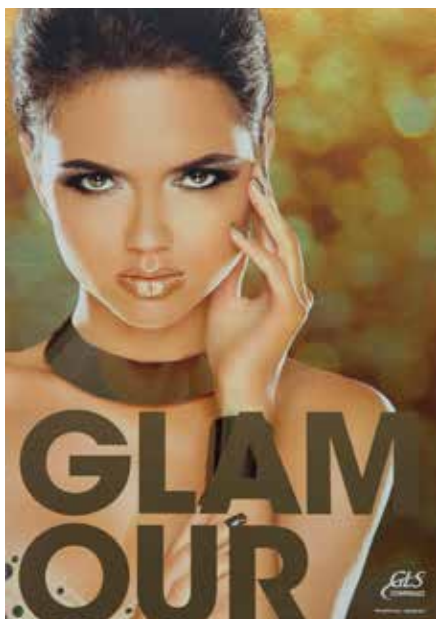
- Simultaneous job assignment to a production plan and batching, to increase efficiency and speed during printing and finishing
- Automatic barcode insertion for easy component traceability
- Job prioritization and work-to-lists at each production step to meet SLAs
- Fully integrated shipping add-on with all major carriers

**Color management training** is a three-day training session that gives you the ability to maximize your HP Indigo press' color gamut. It covers color matching and repeatability, controlling and maintaining color as the base for quality production, and optimizing costs while maintaining the best output quality.

At HP, we recommend that you purchase the following tools in order to ensure optimal results during color management training delivery:

- Conductivity and Density Meter (CDM Set – HP Indigo Part CA354-02351 CDM Set)
- X-Rite eXact Densitometer (X-Rite Part Number: NGHXRAX0E)

**Production management training** is a three-day training program conducted at the HP Graphics Academy to enable you to manage the exponential growth in the number of digital jobs, by reducing turnaround time and increasing the production efficiency of your HP Indigo 12000 Digital Press.



## HP Business Transformation Solution - maximizing your HP Indigo 12000 Digital Press' performance

The 29-inch HP Indigo 12000 Digital Press produces the widest commercial application range with superior print quality, high productivity, and wide versatility. Built on the best-selling and proven HP Indigo 10000 Digital Press technology it brings breakthrough printing capabilities for unique, high-value opportunities to grow your business. With the HP Business Transformation Solution, you will have all the knowledge and skills you need to make sure you are making the most of your press' potential.

### Any commercial job

An easy fit for offset printers, the HP Indigo 12000 Digital Press offers a solution for the digital printing of any commercial application on any substrate. Use the full sheet to print canvas wall art, high-impact posters, folders, oversized books, specialty products, and more.

### The leader in print quality and color

Enabled by HP Indigo's liquid Electrolnk technology and unique digital offset process, HP Indigo 12000 Digital Press prints are of the highest quality. Using dozens of software and hardware innovations, the press delivers the smoothest and sharpest prints in the industry, matching or even exceeding offset quality. HP Indigo Electrolnk has the widest digital color gamut, reaching up to 97% of PANTONE® colors and using up to seven ink stations on press. A fifth ink station is standard. Breakthrough color matching tools ensure perfect color accuracy and consistency.

### Even higher productivity

Printing 29-inch sheets in color at up to 4600 sheets per hour, the HP Indigo 12000 Digital Press is capable of producing over two million color sheets per month. It also prints monochrome in duplex at 4600 sheets per hour. Sophisticated automation tools boost production efficiency and uptime.

### Print on any substrate

One Shot extends substrates to canvas, synthetics, and metalized media. Print on 23 kg (50 lb) text to 68 kg (150 lb) cover, and 3-18 pt in thickness — including coated, uncoated, colored and dark papers, as well as paperboard for folding cartons. Use on-press primer to print on off-the-shelf papers.

### The choice of brands

Many leading brands specifically choose to use the HP Indigo 12000 Digital Press for its high print quality, just-in-time production, and ability to engage customers through customization and personalization with unique variable data printing capabilities.



## HP Indigo 12000 Digital Press

### Technical specifications

<b>Printing speed</b>	<ul style="list-style-type: none"><li>• 3450 sheets per hour 4/0</li><li>• 4600 sheets per hour in EPM 3/0</li><li>• 1725 sheets per hour 4/4</li><li>• 4600 sheets per hour 1/1 (monochrome)</li></ul>
<b>Image resolution</b>	<ul style="list-style-type: none"><li>• 812 dpi at 8 bit, addressability: 2438 x 2438 dpi</li><li>• HDI (High Definition Imaging)</li></ul>
<b>line screens</b>	<ul style="list-style-type: none"><li>• 175, 180, 180m, 190EPM, HMF200 lpi</li></ul>
<b>Sheet size</b>	<ul style="list-style-type: none"><li>• Maximum sheet size: 750 x 530 mm (29.5 x 20.81 in)</li><li>• Minimum sheet size: 510 x 297 mm (20.1 x 11.7 in) for simplex; 510 x 330 mm (20.1 x 13 in) for duplex</li></ul>
<b>Maximum image size</b>	<ul style="list-style-type: none"><li>• 740 x 510 mm (29.1 x 20.1 in)</li></ul>
<b>Paper weight</b>	<ul style="list-style-type: none"><li>• Uncoated media: 23 kg (50 lb) text to 68 kg (150 lb) cover</li><li>• Coated media: 27 kg (60 lb) text to 68 kg (150 lb) cover</li><li>• Thickness 3-18 pt</li></ul>
<b>Feeder</b>	<ul style="list-style-type: none"><li>• Palette feeder 850 mm (33.4 in) of media</li><li>• Drawer feeder: Two drawers, each with 300 mm (11.8 in) of media</li></ul>
<b>Stacker</b>	<ul style="list-style-type: none"><li>• Main stacking tray with 850 mm (33.4 in) stack height supporting offset jogging</li></ul>
<b>Print servers</b>	<ul style="list-style-type: none"><li>• HP SmartStream Production Pro Print Server</li></ul>
<b>Press dimensions</b>	<ul style="list-style-type: none"><li>• Length: 8 m (26.25 ft); Width: 4.7 m (15.42 ft); Height: 2.4 m (7.87 ft)</li></ul>
<b>Press weight</b>	<ul style="list-style-type: none"><li>• 11,000 kg (24,250 lb)</li></ul>
<b>Cloud connectivity</b>	<ul style="list-style-type: none"><li>• Via HP PrintOS</li></ul>
<b>HP Indigo electro-inks standard 4-color printing</b>	<ul style="list-style-type: none"><li>• Cyan, magenta, yellow and black</li><li>• 5-color printing: Use the fifth ink station</li><li>• HP IndiChrome 6-color printing</li><li>• HP IndiChrome Plus 7-color printing</li><li>• Special effect inks: White, light cyan, light magenta, fluorescent pink</li><li>• HP IndiChrome off-press spot inks for achieving up to 97% of the PANTONE® color range</li><li>• HP IndiChrome Ink Mixing Service for spot color creation using CMYK as well as orange, violet, green, reflex blue, rhodamine red, bright yellow, and transparent</li><li>• PANTONE colors: Supports PANTONE PLUS®, PANTONE MATCHING SYSTEM®, and PANTONE Goe™</li><li>• HP Professional PANTONE Emulation Technology using CMYK on-press</li><li>• HP IndiChrome Plus on-press</li></ul>



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