

Brief

# HP leadership in the retail industry

Automate. Innovate. Secure.



## HP's deep, broad experience

For over 50 years, HP has been partnering with leading retailers, supplying the technical expertise and business savvy to help position them at the forefront of their industry. This experience gives us unique insight into your needs to reduce costs, increase productivity, and drive profitability.

Within the competitive arena of MPS, HP is the most recommended MPS provider and is rated #1 in customer satisfaction,<sup>1</sup> as well as being recognized as a market leader by Gartner,<sup>2</sup> Quocirca,<sup>3</sup> and IDC.<sup>4</sup>

In addition, HP is committed to innovating for multiple operating systems and form factors in our Personal Systems business. Commercial mobility and premium products are our core strengths, where HP is #1 in Worldwide Commercial PCs at 24.8% and #2 in Worldwide PCs at 21.4% market share.<sup>5</sup>

## Our three-pronged strategy

HP specializations for the retail industry include:

- **Efficient processes:** Reduce time-wasting error-prone steps while moving information through secure and compliant automated workflow processes.

- **Innovative approach:** Increase value with innovative products and processes designed to differentiate your business and drive productivity.
- **Secure operations:** Protect valuable information through groundbreaking products, services, and solutions designed to mitigate risk.

While not every one of these solutions has a direct bearing on an MPS engagement, they demonstrate HP's overall commitment to helping you gain a competitive edge:

**The HP Customer Advisory Council** keeps a pulse on key trends and directions, and validates that our strategy and solutions are meeting the needs of the retail industry.

**HP Workflow Discovery** and industry-specific needs analyses use Lean Six Sigma practices and include security assessments, which together inform and support your investment in HP technology and services.

**The HP Enterprise Test Lab** features rigorous protocols that ensure the hardware and software are working together as a system.

**The world's most secure printers<sup>6</sup> and personal computing systems** help ensure higher levels of security for protecting intellectual property and other confidential information, as well as complying with government requirements.



### HP Managed Services retail solutions and devices include:

- **HP MPS for Retail** strengthens your competitive position by increasing productivity, enhancing security, improving environmental stewardship, lowering operational costs, and re-investing for future growth. Turn your imaging and printing assets into a business advantage.
- **HP Automated Invoice Processing for Retail** improves your invoice payment processes from start to finish with decreased processing times, reduced number of keystrokes per invoice, and streamlined accounts payable operations.
- **HP Delivery Notification Solution for Retail** helps increase the efficiency of your Proof of Delivery (POD) document workflow with an automated process that can help save you time, money, and other overhead costs.

- **HP Time Sheet Collection Accelerator for Retail** increases employee productivity by eliminating many manual processes inherent in time sheet collection. Faster, more accurate processing of actionable time sheet data helps your business be more agile and speeds revenue streams.
- **Employee File Management Solution for Retail** empowers HR employees to make better, faster hiring decisions with a complete view of all documents and data—right at their fingertips.
- **HP DesignJet T3500 Production MFP** increases productivity with the most cost-effective HP DesignJet MFP,<sup>7</sup> built for rigorous IT demands. Meet all your black-and-white and color needs, while enjoying low cost of operation, advanced copy and scan features, and unattended operation.

**HP laptops, desktops, and point-of-sale (POS) solutions** are designed with utility in mind. Durability, security, and safety are fundamental must-haves and are incorporated in a large and growing suite of devices in the HP portfolio that includes:

- **HP Elite x3 Mobile Retail Solution** is versatile enough to use on the store floor, and in the back-office, HP's innovative 3-in-1 device enables optimal customer experiences, associate productivity, and manager agility—a Windows® handheld and barcode scanner that switches to a full PC.<sup>8</sup>
- **HP RP5 Retail System, Model 5810**, the platform for every retail detail. Get the flexibility and expandability to control everything from the store floor to the back office. An all-around high-performer, the HP RP5 Retail System, Model 5810, stands up to the rigors of a retail environment so you can focus on making sales.

- **HP RP9 Retail System** delivers a stylish and engaging experience to your customers. This modern, versatile, all-in-one (AiO) combines powerhouse performance with reliable engineering.
- **HP MX12 Retail Solution**, a 3-in-1 convertible system powered by the new HP Pro x2 tablet that combines the advantages of mobile and traditional point-of-sale in a single solution. It provides connectivity to a full suite of retail peripherals when docked and can be used as a tool for assisted selling and mobile transactions when undocked.

## Why HP?

HP has a long tradition of innovation and commitment to retailers. Our decades of experience, together with the solutions and services we've built for retail, can simplify secure communication, collaboration, and access to relevant data and business processes.

We will take the time to understand your specific needs and create a plan to help optimize your fleet, ensure data and document security, and manage your evolving workplace.

Learn more  
[hp.com/go/pos](http://hp.com/go/pos)

<sup>1</sup> ORC International, April 2015. Conducted 980 interviews in AMS, EMEA, APJ.

<sup>2</sup> Gartner, Magic Quadrant for Managed Print and Content Services, December 21, 2015, ID Number G00271944.

<sup>3</sup> Quocirca, Managed Print Services Landscape, 2016; July 2016.

<sup>4</sup> IDC MarketScape: Managed Workflow Services 2015 Hardcopy Vendor Assessment – Building on MPDS, (US) doc #US40586715, (Western Europe) doc #EMEA40662015e, (APeJ) doc #AP40437716, (CEMA) doc #CEMA41124310.

<sup>5</sup> IDC Worldwide Quarterly PC Tracker, Workstation Tracker and ECD Thin Client Tracker (CQ316).

<sup>6</sup> Based on HP review of 2016 published security features of competitive in-class printers. Only HP offers a combination of security features that can monitor to detect and automatically stop an attack then self-validate software integrity in a reboot. For a list of printers, visit [hp.com/go/PrintersThatProtect](http://hp.com/go/PrintersThatProtect). For more information, see [hp.com/go/printersecurityclaims](http://hp.com/go/printersecurityclaims).

<sup>7</sup> Compared with large-format color MFPs under \$25,000 USD. Based on the fastest-rated color speeds as published by manufacturers as of January 2014. Test methods vary.

<sup>8</sup> Optional dock required and sold separately. Peripherals sold separately.

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