

# Dedicated scanners for small to medium business



Small to medium-sized businesses face some unique challenges when competing in a larger marketplace. With fewer employees, locations, and resources to utilize, smaller businesses need to focus on accuracy, efficiency, and superior service to keep up with demands. With HP dedicated scanners, small business owners and employees can simplify document management and work more efficiently, scanning and organizing documents right from their desk without disrupting the day's workflow.

## Identifying potential customers and starting the conversation



### Rachel

Producer at a small children's media company

#### What does she scan?

Mostly letter-sized documents including contracts, rate sheets, tax documents, hand-written notes, sketches, and storyboards

#### How often?

3-4 times a week, up to 25 pages at a time

#### What features matter to her?

High resolution, small footprint, wireless connectivity, color scanning, and the ability to detect blank pages

#### Why does she want a dedicated scanner?

"The fact that I don't have to interrupt my workflow by getting up to use the MFP helps me work efficiently."

#### HP recommended scanner:

HP ScanJet Pro 3000 s3



### Mafel

Office manager at a small metal manufacturing company

#### What does she scan?

Primarily financial documents including quotes, invoices, and bills; occasionally pictures and drawings

#### How often?

3-4 times a week, up to 15 pages at a time

#### What features matter to her?

Jam-free, energy efficiency, network connectivity, OCR, and wireless

#### Why does she want a dedicated scanner?

"Having a scanner makes it easier to find things in the electronic document system."

#### HP recommended scanner:

HP ScanJet Pro 4500 fn1



### Connie

Product support engineer at a large windshield manufacturer

#### What does she scan?

Letter-sized documents, mostly information for warranty claims

#### How often?

A few times per day, up to 10 pages at a time

#### What features matter to her?

Speed, ease-of-use, ability to scan to multiple destinations, and auto-adjust for highlighted words

#### Why does she want a dedicated scanner?

"It makes it super-easy to upload customer documents for future reference."

#### HP recommended scanner:

HP ScanJet Enterprise Flow 7000 s3



## Purchasers spotlight

**Who they are:** IT directors, office managers, business owners

**What influences their purchase decision:** Online reviews, technology blogs and podcasts, manufacturer websites

**What features matter to them:** Durability, high ADF, wireless connectivity, speed, security, small footprint, and color scanning

## Qualifying questions

What will you be scanning? How often? How many pages?

How fast would you like the scanner to scan pages?

Where will this scanner be located? On a desktop? Or in a central area?

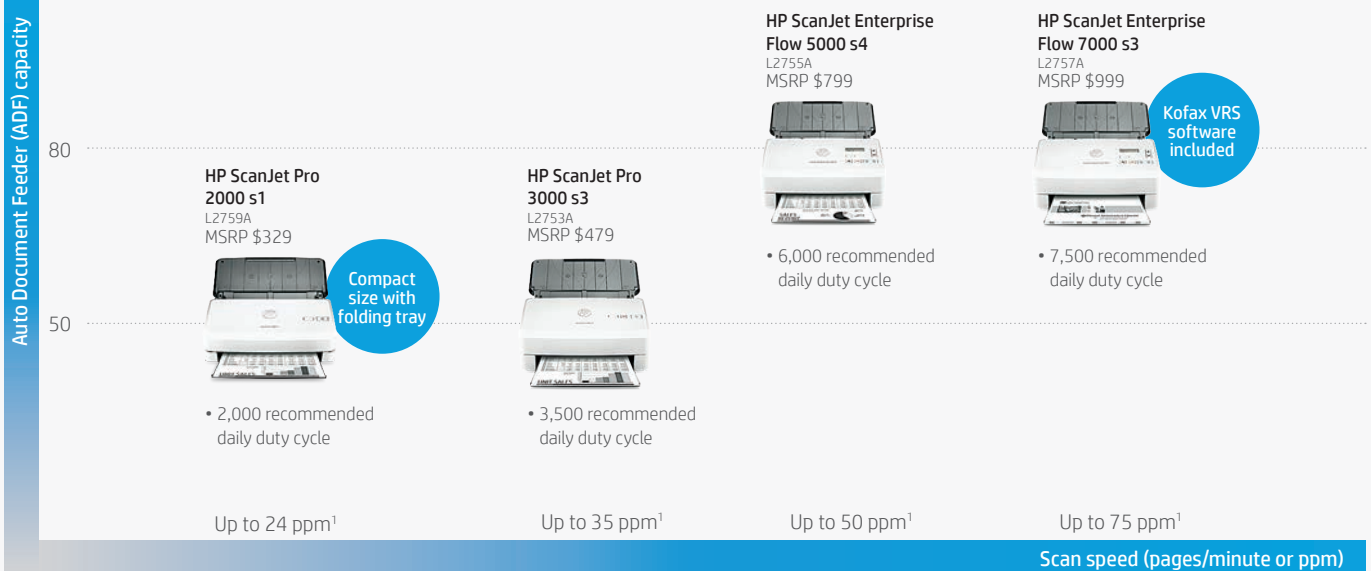
What will you do with the scans? Where will they go?

# Help me choose the right scanner

All scanners can scan both sides of the page in color at the same time.  
All scanners include I.R.I.S. ReadIris Pro—the OCR (optical character recognition) software that turns scans into editable text.

## Sheet-feed scanners

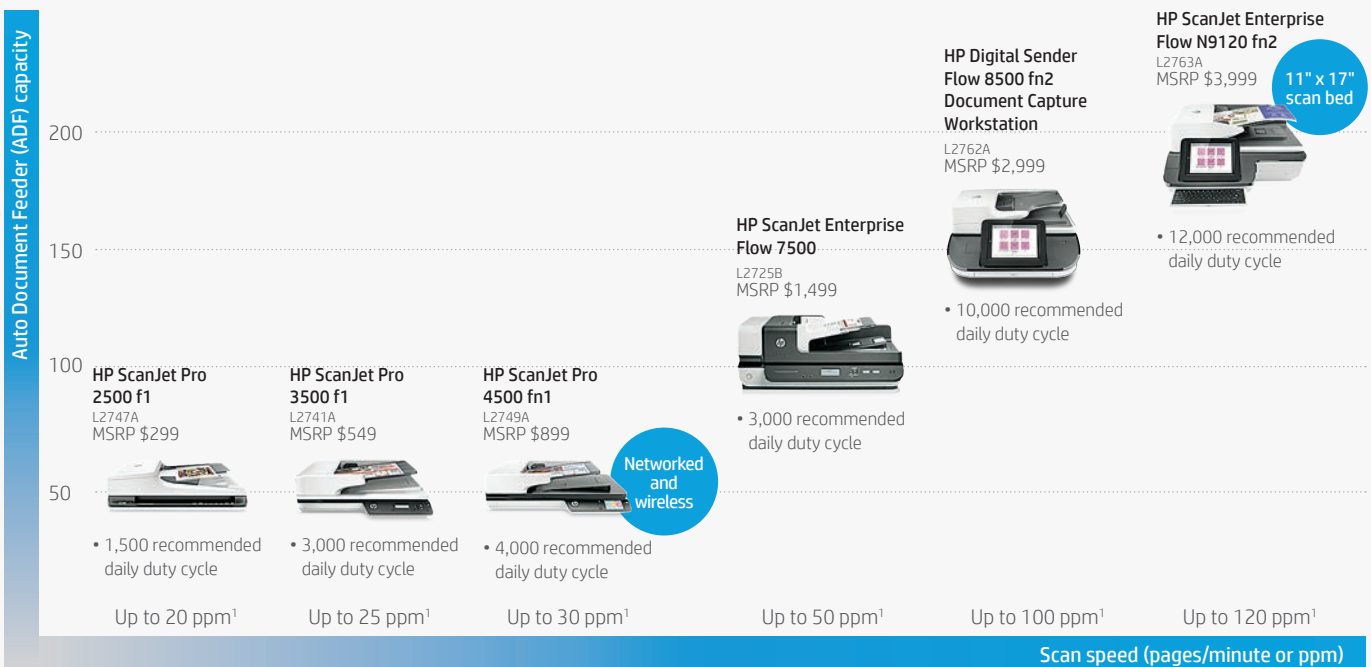
Ideal for letter-size paper and mixed flat media of various sizes, including brochures, receipts, business cards, and laminated ID cards



MSRP = Manufacturer Suggested Retail Price

## Flatbed scanners

Ideal for sheets of paper, ID cards, and items like books and magazines



MSRP = Manufacturer Suggested Retail Price

To learn more about the full scanner portfolio specifications, [click here](#).<sup>2</sup>

1. Scan speed measured at 300 dpi (black-and-white, grayscale, and color). Actual processing speeds may vary depending on scan resolution, network conditions, computer performance, and application software.

2. See <http://h20195.www2.hp.com/v2/GetDocument.aspx?docname=4AA5-5899ENW>.

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