

ACF Update for Corporate Customers

The HP Anti Counterfeiting and Fraud (ACF) Programme for channel partner and customer protection in EMEA



2/2017 edition (issued half-yearly)

+++ New raids illustrate HP's actions to protect clients from risky fakes +++ Audits make it easy to rely on HP's sales channel +++ Strengthen your procurement against counterfeiting +++ HP customers strongly recommend free product checks +++

Recent Successes

Learn more about selected seizures

Just click on one of the highlight icons below to download an ACF Success Notice



New raids illustrate HP's actions to protect clients from risky fakes

Local authorities have recently conducted multiple remarkable enforcement actions against counterfeiting all across Europe, the Middle East, and Africa, with close support from HP's ACF experts. The successful cooperation illustrates how dedicatedly HP is acting to protect its clients – with great results: May through October 2017, authorities seized about 1.6 million counterfeit cartridges and computing products illegally bearing the HP trademark as well as related components.

In parallel, HP went the extra mile to ensure that its partners can offer you reliable support in protecting your organisation from fakes. HP for example carried out a dedicated, large-scale series of webinar events as well as various face-to-face training events. All in all, hundreds of channel partners were thus trained on anti-counterfeiting.



Items seized in Nigeria (top) and Russia (bottom)

Latest ACF Product Checks

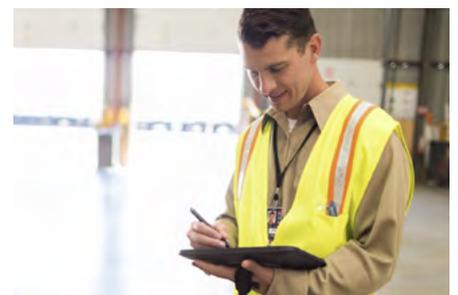
Around 120 new delivery checks protect HP's customers

HP ACF experts followed calls from numerous customers that were suspicious about large cartridge deliveries, carrying out about 120 free-of-charge Customer Delivery Inspections (CDIs), May through October 2017. Out of these, a total of around 50% of inspections resulted in counterfeits being identified! Our experts thus thwarted potential damage in multiple cases, just as our customers were about to use the risky fakes.

→ [Learn what other customers think about CDIs on the next page](#)

Audits make it easy to rely on HP's sales channel

503 new **Channel Partner Protection Audits (CPPAs)** are the remarkable achievement of HP ACF product experts between May and October 2017. In total, around 85% of the audited partners passed their surprise stock checks, illustrating that customers can count on HP's sales channel as a safe place for purchasing.



Hover your mouse over your region!

How to Protect Your Organisation from Counterfeits

Strengthen your procurement against counterfeiting

Easily make your purchase processes more robust against fraud – the four HP ACF shopping tips below will help you so that your organisation does not end up a victim of counterfeiting criminals.

[Simply roll over the boxes for more information!](#)

For more information, please download our handy [ACF Buying Guide](#) or our [ACF guide for corporate customers](#), which includes step-by-step guidance to check suspicious products.

HP customers strongly recommend free product checks

Customers who recently requested a Customer Delivery Inspection (CDI) have now told us what they think about our service.¹ The result was more than clear: Virtually all of them are satisfied with the free of charge service, e.g. stating that CDIs are efficient, user-friendly, and a valuable contribution to protecting their company from serious counterfeiting risks. Here are just a few of the highlights:



CDIs are highly recommended

All customers asked would **recommend HP's free-of-charge CDIs** to other customers.



CDIs effectively reveal fakes

Around 9 out of 10 customers see **CDIs as a reliable and user-friendly way** to check if a product is original.



Education is key against fakes

All customers appreciate HP's ACF information resources – with HP for example providing handy guides on how to [check products](#) or to [purchase safely](#).

Report Your Suspicions

Contact your ACF experts at HP

We are happy to hear from you if you have questions or if you wish to report any suspicions about counterfeit or fraudulently sold products.²



emea.anti-counterfeit@hp.com: Contact us in any language via the [ACF email](#).



hp.com/go/anticounterfeit: Report via web, including the option to report anonymously, on your local [HP ACF website](#).

Learn more at
hp.com/go/anticounterfeit

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EMEA = Europe, the Middle East and Africa; ¹ Based on an ongoing online survey launched 2017; status: September 2017 ² Any personal information that you provide to HP will be treated as confidential to the extent permitted by law and HP will only share it on a need to know basis.

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