

Why HP LaserJet multifunction products?



Reduce costs and boost productivity with HP LaserJet MFPs

As you consider which imaging and printing vendor is the best partner to help deploy multifunction devices throughout your organization, keep in mind that innovative HP solutions can help you reduce costs and enhance productivity.

For the majority of office environments, HP LaserJet MFPs can deliver a significantly lower total cost per page than competing devices when you include hardware costs, service, and supplies. HP MFPs also are generally more energy efficient, which can reduce environmental impact and lower your power bill.

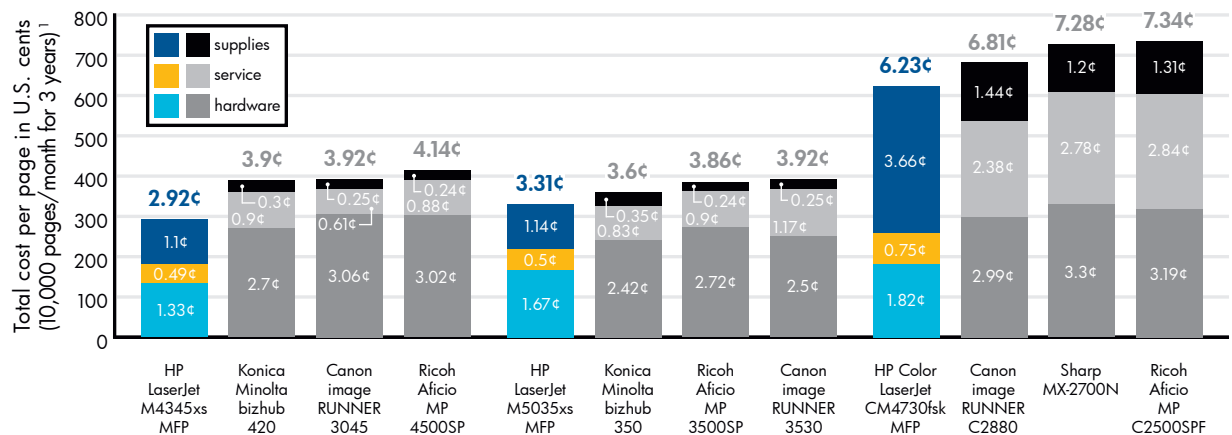
Instant-on Technology included in most HP MFPs allows the devices to switch into action almost immediately regardless of when they were last used. Plus HP Web Jetadmin, the industry's leading device-management solution, can help you streamline administration and helpdesk duties, and the HP Universal Print Driver for Windows provides an opportunity to slash driver certification, management, and support costs.

Furthermore, all HP LaserJet MFPs have color scanners — even the black-and-white models. Plus send to email is standard on most HP MFPs, while it's an expensive option on many competing devices. And all HP MFPs have a 1-year next-business-day onsite limited warranty and don't require additional service agreements.



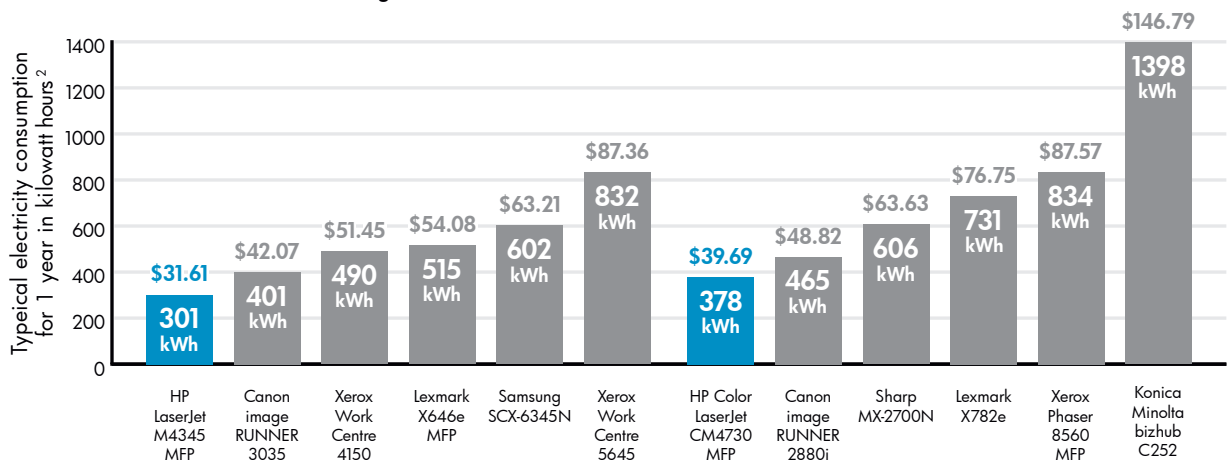
Reduce your imaging and printing total cost per page with HP LaserJet MFPs

87% of workgroup mono MFPs and copiers output fewer than 20,000 pages per month, and 70% of color MFPs output less than 10,000 pages. Below these thresholds HP LaserJet MFPs can offer a significantly lower total cost per page than competing devices when you include hardware, service, and supplies.



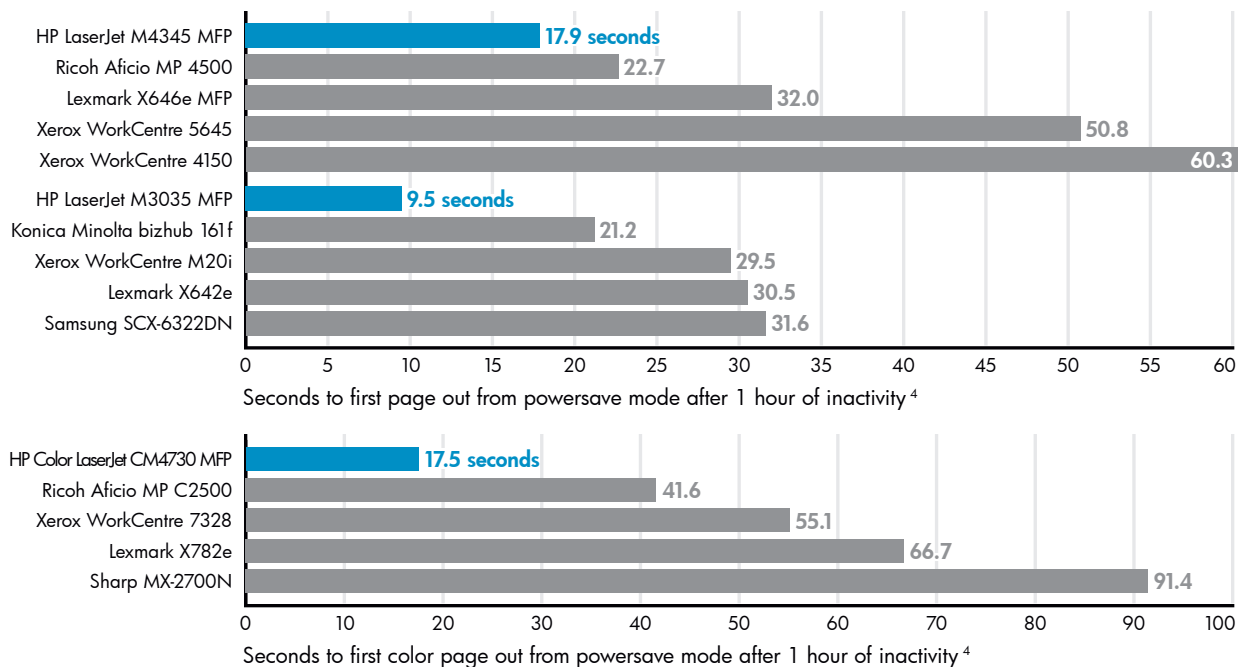
Save energy and reduce costs with HP LaserJet MFPs

HP LaserJet MFPs and printers frequently consume significantly less power than competing devices from Canon, Lexmark, Konica Minolta, Samsung, Sharp, Xerox, and other vendors. This can translate into dramatically lower energy costs and help minimize your impact on the environment.



Spend less time waiting for output with HP Instant-on Fusing and Copy Technology

HP Instant-on Technology virtually eliminates warm-up time, so you can print several pages or make several copies before competing devices can even finish warming up. According to research conducted by InfoTrends, this translates into significant real-world performance advantages over competing models: "Even on shared devices, given the overall use pattern, it is more likely that the printer would be in sleep mode when any particular user submitted a job for printing."³



Let your IT staff focus on more strategic tasks than device management with HP Web Jetadmin

HP Web Jetadmin outperforms competing solutions in several key areas that radically simplify MFP (and printer) management, freeing up invaluable IT resources.

Does the vendor's management solution... ⁴	HP	Canon	Kyocera	Lexmark	Ricoh	Xerox
Discover and manage devices directly connected to PCs?	✓	⊗	⊗	⊗	⊗	⊗
Batch configure device settings across model types?	✓	⊗	⊗	1/2	⊗	⊗
Offer a Universal Print Driver with managed policies?	✓	⊗	✓	⊗	⊗	⊗
Support IPv6, IPsec, SSL, and SNMPv3?	✓	⊗	⊗	✓	⊗	✓
Lock out color access by application (like Web browsers and email)?	✓	⊗	⊗	⊗	⊗	⊗
Provide aggregated usage reporting by user and by application?	✓	⊗	⊗	⊗	⊗	⊗

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- Based on data from BEI Services (<http://www.beiservices.com>). TCPP for color devices is based on a mix of 40% color pages and 60% b/w pages.
- Testing employed the Typical Electricity Consumption (TEC) approach outlined by the U.S. Environmental Protection Agency. Test data was extended to 1 year. Testing was on a single unit of each product. Actual power usage may vary. Annual costs are based on U.S. average power costs of 10.5¢ per kilowatt hour.
- Based on a September 2006 InfoTrends study of general office printing behaviors in the United States and Western Europe derived from responses by 1,305 participants (730 and 575, respectively).
- Based on internal HP testing.



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