

WHY

HP LaserJet MFPs?



HIT PRINT
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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.

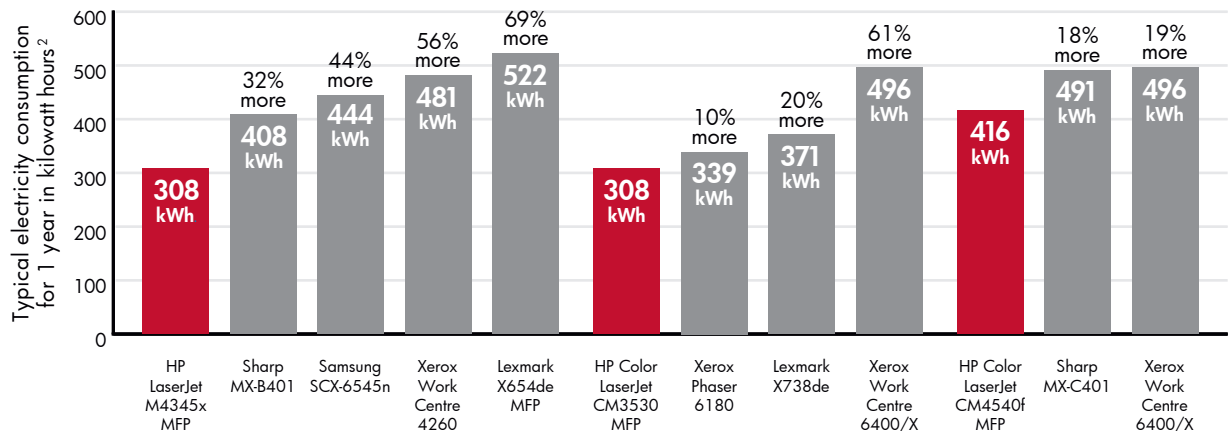
Instant-on Technology included in most HP MFPs allows the devices to switch into action almost immediately regardless of when they were last used. Plus HP Web Jetadmin, the top-rated device-management solution,¹ can help you streamline administration and helpdesk duties, and the HP Universal Print Driver 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.



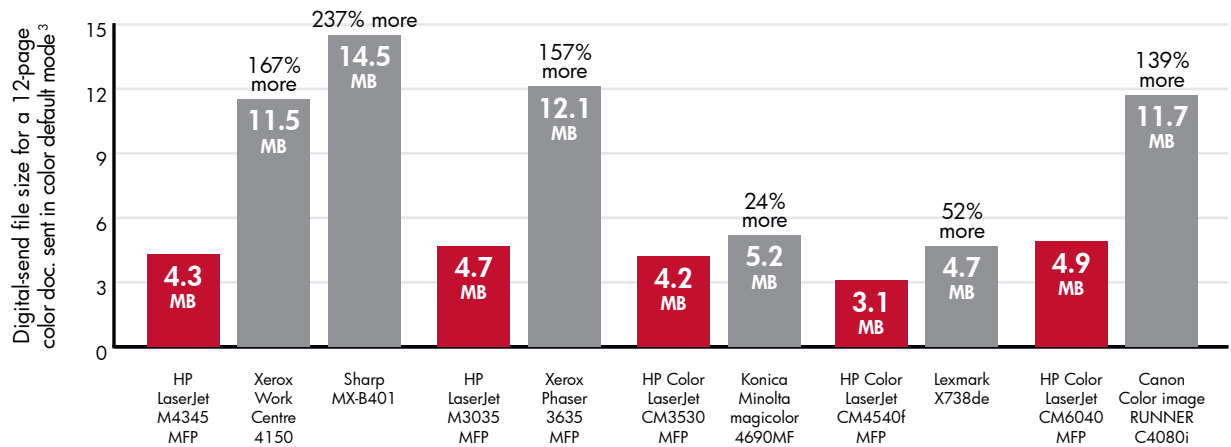
Save energy and reduce costs with HP LaserJet MFPs

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



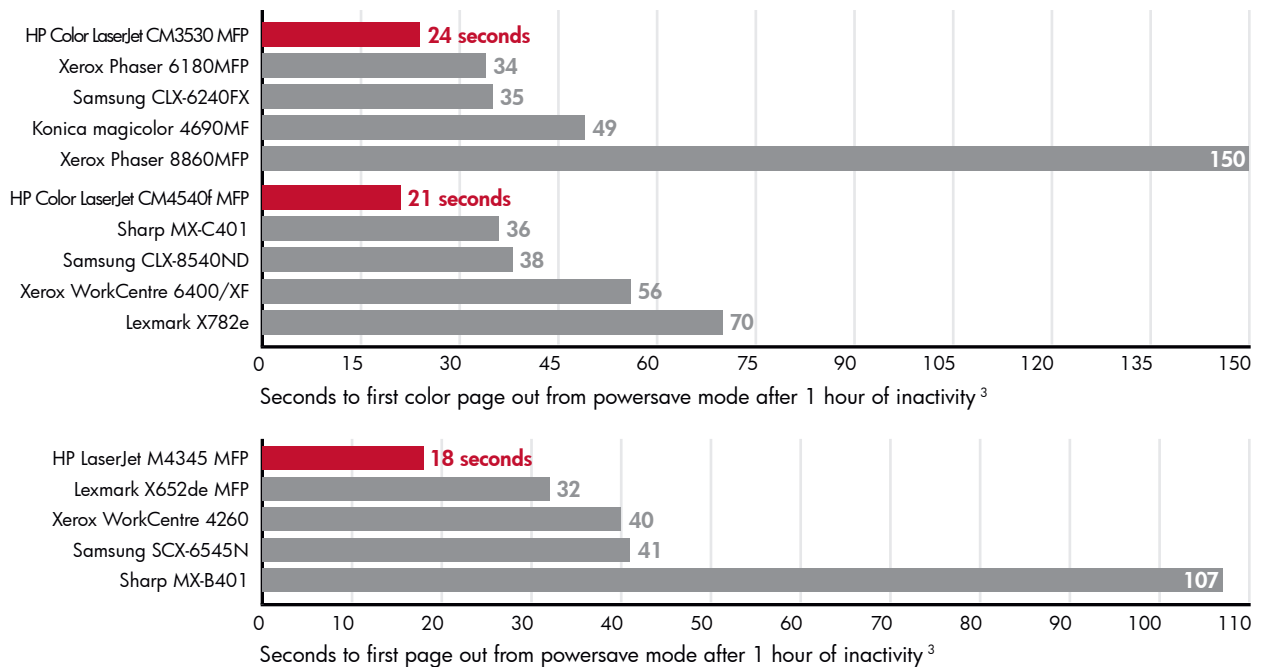
Minimize the impact digital sending has on network bandwidth with HP LaserJet MFPs

Send to email is standard on most HP multifunction products, while it's an expensive option on many competing devices. Furthermore, digital sending via MFPs from Canon, Konica Minolta, Sharp, Xerox, and other rival vendors also can exact a heavy toll on your organization's network bandwidth.



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

The Instant-on Fusers on board most HP LaserJet MFPs virtually eliminate warm-up time, so you can print several pages before many competing devices finish warming up. For instance, the HP Color LaserJet CM4540f MFP — which has a print/copy speed of up to 42 color or b/w pages per minute — can warm up from energy-saving mode and output 11, 12, 25, and 35 pages, respectively, before rival Sharp, Samsung, Xerox, and Lexmark units even finish warming up.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?	✓	⊗	⊗	⊗	⊗	⊗

1 HP Web Jetadmin was awarded a BLI "Pick" for "Outstanding Network Device Management Solution" in Fall 2008. 2 HP printer results are based on internal HP testing using the ENERGY STAR® program's Typical Electricity Consumption (TEC) methodology. Competitive printer data was collected at www.energystar.gov in June 2010. All data is based on 115V and extended to 1 year. Individual product configurations and usage will affect power consumption. 3 Based on internal HP testing. 4 Based on the manufacturers' published product specifications and April 2010 BLI (Buyers Laboratory, Inc.) testing of each vendor's fleet-management utilities.

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