



i n v e n t



Müssen Dokumente in Farbe teuer sein?

Steffen Papke

Imaging and Printing Group
Europe, Middle East, Africa
Hewlett-Packard GmbH

IV. s.a.x. Conference, Juni 2002

Die neue HP

seit Mai 2002

entstanden aus
HP und Compaq

- Nr. 9 der Fortune 500
 - Jahresumsätze von fast 80 Milliarden Dollar
 - ca. 150.000 Mitarbeiter
 - Jährliche Investitionen in Forschung und Entwicklung > 4 Milliarden Dollar
- Globale Präsenz
 - 60 % der Umsätze außerhalb der USA
 - Kulturelle Vielfalt und Internationalität
- Marktführer unter den ersten Drei in allen wichtigen Segmenten
- Unter den 15 wichtigsten Markennamen weltweit

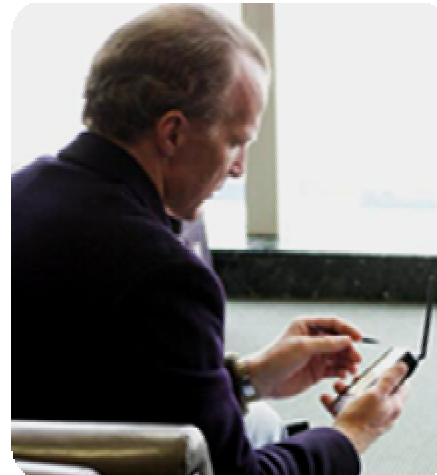
Unsere Kunden



zu Hause



im Home-Office



unterwegs



im Data Center



im Unternehmen

Wer sind wir ?

Personal Systems Group (PSG)

- Desktops
- Workstations
- Notebooks
- neue Technologien

Imaging & Printing Group (IPG)

- Consumer/Business Printing
- Digital Imaging
- Digital Publishing

Enterprise Systems Group (ESG)

- Server
- Speichersysteme
- Software
- Lösungen

HP Services (HPS)

- Kundensupport
- Managed Services
- Consulting and Integration
- Domain Expertise

Unsere Marktposition

MARKTSCHRITZ

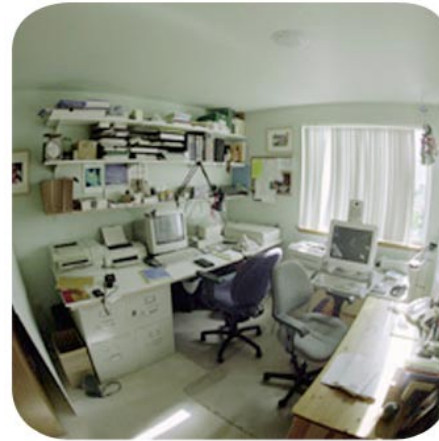
Nr. 1 für fehlertolerante Systeme
Nr. 1 für Speichersysteme
Nr. 1 für Windows[®]-Server
Nr. 1 für Linux[®]-Server
Nr. 1 für UNIX-Server
Nr. 1 für Managementsoftware
Nr. 3 für IT-Services

NETWORK
EDGE

Nr. 1 für PCs
Nr. 1 für Pocket-PCs
Nr. 1 für Druck und
Bildbearbeitung

ACCESS

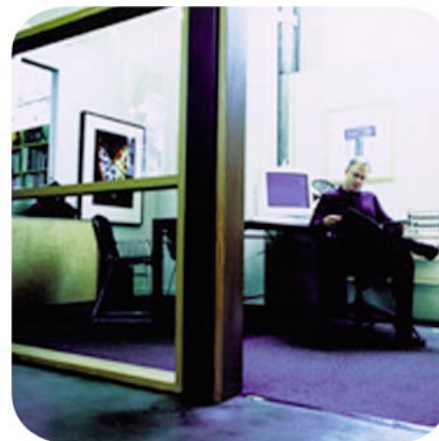
1984: hp re-invents how the world communicates



first
revolution:
hp LaserJet
changed the
office



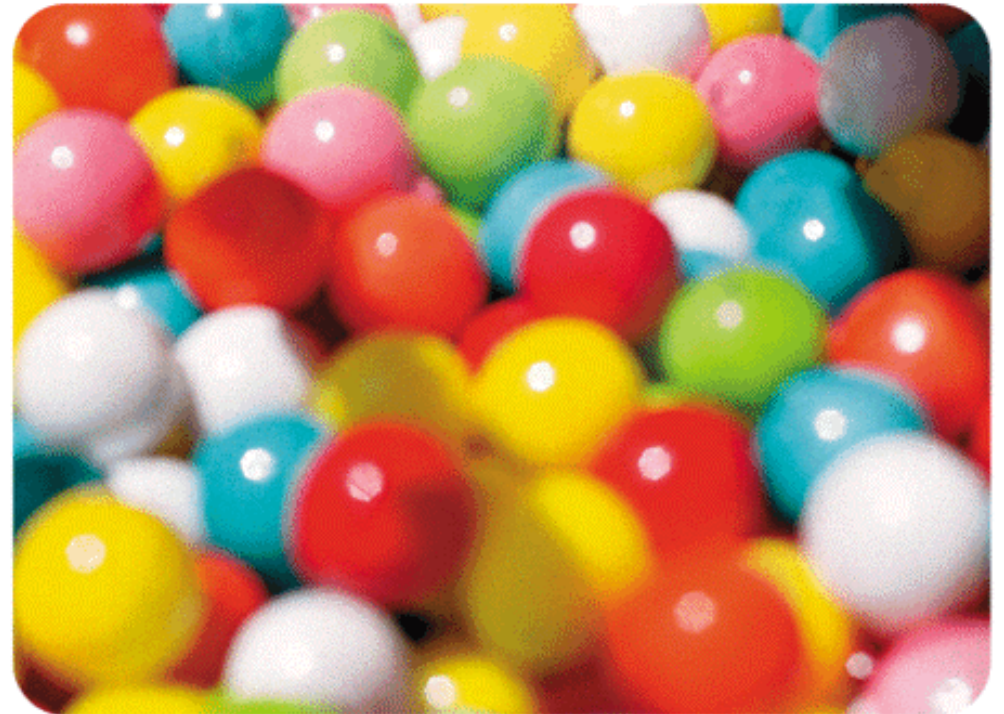
second
revolution:
hp deskjet
changed the
home



colour is
communication

universally acknowledged
business asset

- improves comprehension
- increases readership
- attracts attention
- accelerates learning
- increases impact



consumer
customer perceptions
of colour

smb
customer perceptions
of colour

corporate
customer perceptions
of colour

- colour is a given!
 - speed is a given!
 - focus on photo printing and multifunction
-

- it should be colour!
 - it could be cheaper!
 - performance is o.k. for my needs
-

- too slow
- too expensive
- too complex
- seen as a luxury/special need

driving transition of colour in the office

specialize

normalize

standardize

hp strategy:

deliver colour in the office for special colour applications

hp strategy:

deliver against the need for colour in the general office

hp strategy:

deliver printers that print both mono and colour

customer approach

colour placements are in addition to monochrome

customer approach

increase confidence and use of general office colour

customer approach

colour everywhere

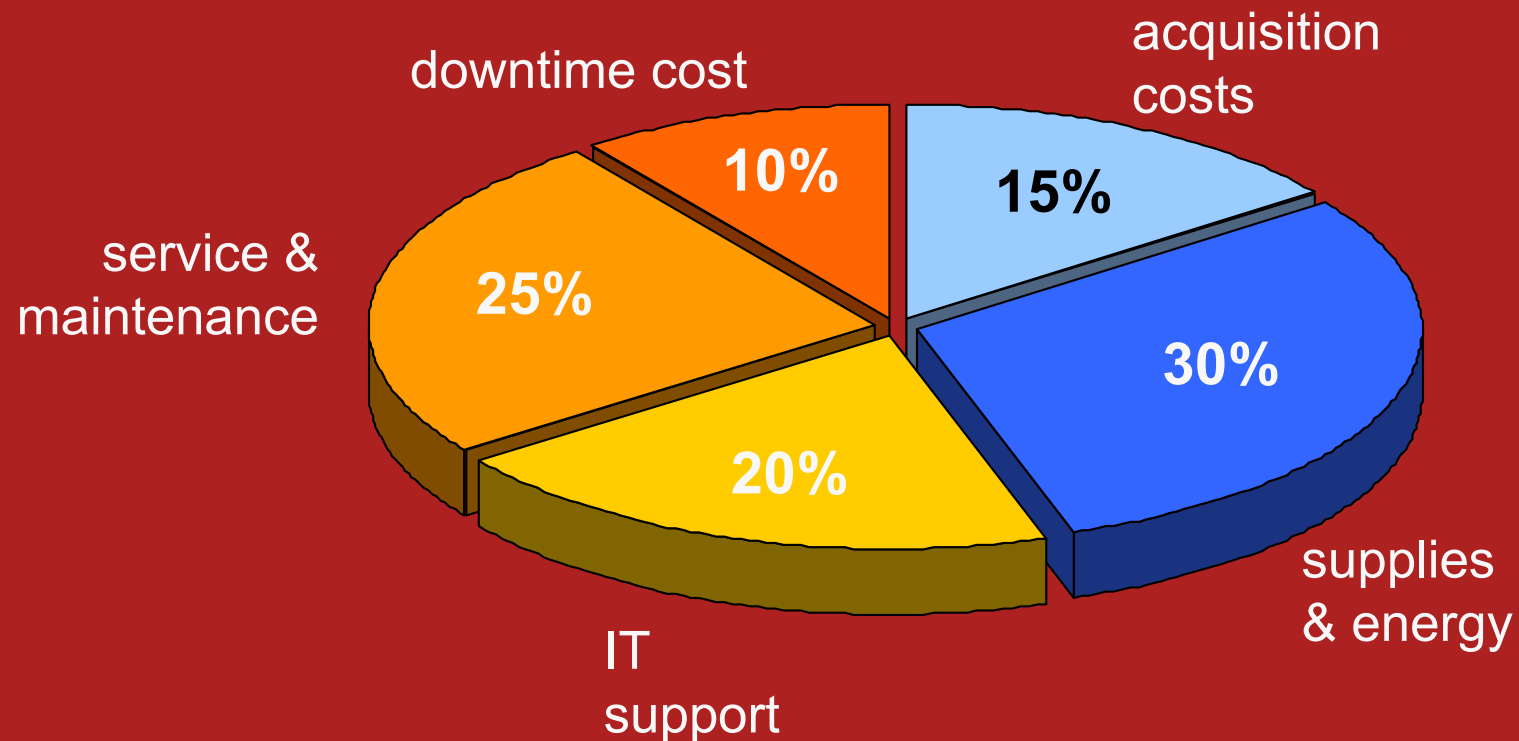
Entscheidungskriterien beim Druckerkauf

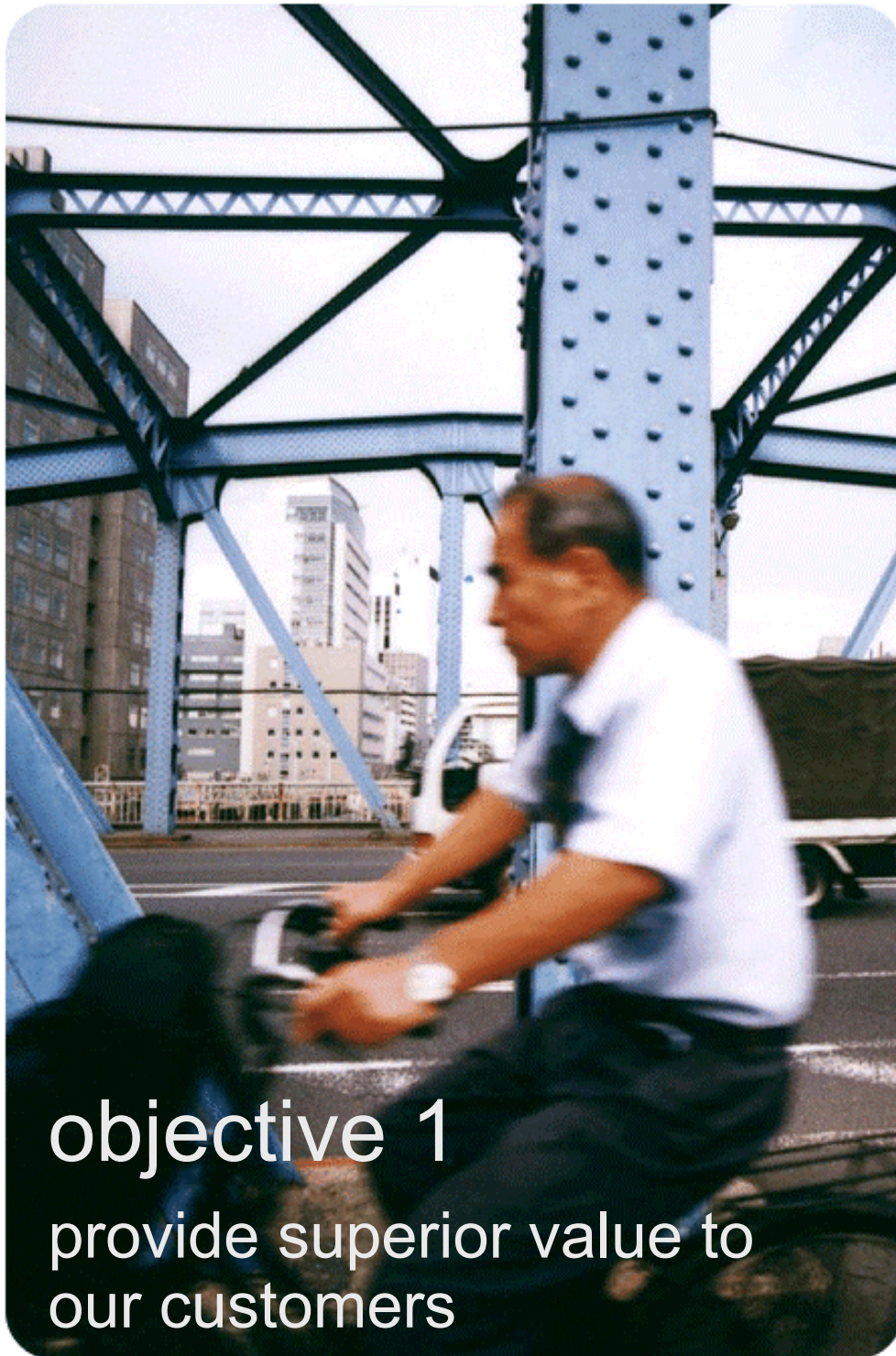
1. Product Reliability
2. Performance
3. Integration/Compatibility
4. Service
5. Ease of use
- 6. *Total Cost of Printing***
7. Purchase price
8. Brand

Source :

Gartner Group survey of 500 US companies with more than 1000 employees. End of 1998.

Gesamtdruckkosten – total cost of printing





objective 1

provide superior value to our customers

strategies

- offer a family of colour product-technologies
- far exceed expectations in reliability, ease of use, size/weight and compatibility
- maintain competitiveness in pq, performance, and paper handling
- “more for less”



objective 2

deliver the right products at the right time

strategies

- maintain appropriate balance between time-to-market, reliability and product functionality



- constantly improve the total customer experience



strategies

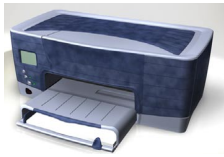
- ensure full printing and network compatibility with monochrome product family
- enable accessibility to support general office and colour specific solutions development
- deliver internet enabled devices to support key initiatives

hp colour product portfolio

spring '02

personal solutions

standard



colour inkjet
cp1160



deskjet 99X



deskjet 350
(mobile)

colour inkjet for
the office
professional

wide format



colour inkjet cp1700



deskjet 1220

wide format
colour inkjet for
small business

multi-function



officejet
d series

premium colour
flatbed all-in-one
for small
businesses

new

new

workgroup solutions

entry level



business inkjet
2600
"wide-format"



business inkjet
22xx
business
inkjets for
power users
& small
workgroups

standard



Inline colour
LaserJet
4600

colour laser
for
workgroups

new

high volume



colour LaserJet
8550

colour laser
for high
volume
workgroups

multi function



colour LaserJet
8550 mfp

colour laser
multi function
for workgroups

“colour technology has been on the horizon for years, but it is starting to make its way into the mainstream”

Morgan Stanley Dean Witter, 2001



office printers become
colour capable information
delivery devices

don't have to think about
colour, it's just there!

always available colour
printing for business
success in the internet era



weitere Möglichkeiten zur
Kostensenkung

- Einsatz einer Software zur Druckkostenerfassung – JetCAPS MegaTrack speichert alle Daten in einer Datenbank und ermöglicht Reports aller Art
- HP PrintAdvantage – eine monatliche Rechnung für Hardware, Verbrauchsmaterialien und Support, trotzdem zahlen Sie nur den tatsächlich verbrauchten Toner (Deutsche Bank hat mehr als 2.000 Color LaserJet 4550 im Einsatz)
- Komplettes Outsourcing Ihrer Druckerflotte an HP Digital Workplace Services (DWS)



agenda

- role of printed documents in external communication
- colour products and solutions for image and quality
 - MetaDesign – design corporate identity
 - MasterLayout – manage corporate identity in an organisation
 - best colour management- colour proofing in document production
- wrap-up and q&a



office communication
– a real challenge

- common situation
 - lack of consistency
 - documents are produced by hundreds of different users
 - many countries, different departments, various applications
 - fonts and logos often unavailable, e.g. in SAP
 - constant changes
- challenges
 - bring technical (IT) and creative people (designers) together
 - provide an easy-to-use tool to achieve end-user acceptance
- solution
 - MasterLayout by s.a.x.

New solution

JetCAPS MasterLayout

—

for professional
document quality - from
letters and invoices to
slides and e-mails



why hp colour?

- breadth of product line and technologies
- improve print quality, colour matching, inkjet addressing print permanence
- lower total cost of ownership
- easy to maintain, fast diagnosis
- smaller size and lower weights



Machen Sie mit

- Machen Sie mehr aus Ihren Möglichkeiten
- Setzen auch Sie Farbe im Büro flächendeckend ein
- Keinerlei Vordrucke mehr, nicht mal mehr einen Logobogen (???)
- Verbessern Sie die Kommunikation mit Ihren Kunden durch gezieltes Verwenden von Farbe
- Einfacher Einsatz mit MasterLayout z.B. auch im SAP R/3 Umfeld
- Zusammenschließen mehrerer „kleiner“ Drucker zu einem virtuellen Hochgeschwindigkeitsdrucker

Vorteil durch Rechnungen in Farbe

Blue Sky Insurance
12345 Washington Street
Suite 987
Boise, Idaho 83714

PREMIUM DUE NOTICE
 BLUE SKY MUTUAL INSURANCE COMPANY

BILL TO	POLICY NUMBER	5002188
Mr. Michael White 112233 Green Street Boise, Idaho 83706	INVOICE DATE	4/24/98
	POLICY PERIOD	9/11/97 to 9/11/98

- ❖ You must pay MINIMUM DUE amount by DUE DATE.
- ❖ The bottom portion of this document MUST accompany you payment in envelope provided.
- ❖ PLEASE WRITE POLICY NUMBER ON THE CHECK, MONEY ORDER OR CASHIER' CHECK.

<u>LAST PAYMENT</u>		<u>PAYMENT OPTIONS: (CHOOSE ONE)</u>	
4/10/98 - THANK YOU	58.06	MINIMUM DUE	58.06
		PAY OFF POLICY	174.06

<u>CHARGES ON THIS NOTICE</u>		
INSTALLMENT PREMIUM	58.06	<u>DUE DATE</u>
-----	-----	
MINIMUM DUE	58.06	5/09/98

To ensure proper credit, this stub must accompany payment!

Mail To:	DUE DATE	MINIMUM DUE	AMOUNT ENCLOSED
Blue Sky Insurance P.O. Box 2345 Boise, Idaho 83714	05/09/98	58.06	

**Rechnung nach
 ~ 45 Tagen bezahlt**

Blue Sky Insurance
12345 Washington Street
Suite 987
Boise, Idaho 83714

PREMIUM DUE NOTICE
 BLUE SKY MUTUAL INSURANCE COMPANY

BILL TO	POLICY NUMBER	5002188
Mr. Michael White 112233 Green Street Boise, Idaho 83706	INVOICE DATE	4/24/98
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Mail To:	DUE DATE	MINIMUM DUE	AMOUNT ENCLOSED
BLUE SKY INSURANCE P.O. BOX 2345 Boise, Idaho 83714	05/09/98	58.06	

**Rechnung nach
 ~ 28 Tagen bezahlt**



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