



## HP Extends Leadership in Enterprise Imaging and Printing with New Devices and Solutions that Help Customers Achieve Their Print 2.0 Vision

Introduces industry's first comprehensive solutions business partner accreditation, certification and test programme

SHANGHAI, China, 17 April 2008 – HP today announced the extension of its enterprise imaging and printing leadership with a broad expansion of its portfolio that will enable enterprise customers to build their Print 2.0 plan – helping enterprises manage, secure and simplify their imaging and printing environments and improve workflows to reduce costs and enhance productivity.

The new offerings include two HP LaserJet multifunction printers (MFPs), an enterprise-class scanner for document capture and three specialised industry solutions. Additionally, an evolved go-to-market strategy that includes an enhanced HP Office Printing Channel Program and the enhanced Solutions Business Partner Program with an accreditation, certification and test programme (ACT) for HP's and partners enterprise software solutions.

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“HP has cultivated three factors essential to the global enterprise business: people, partnerships and portfolio,” said Bruce Dahlgren, senior vice president, Global Enterprise Business, Imaging and Printing Group, HP. “We have quadrupled the total contract value of HP Managed Print Services, bolstered our [Print 2.0 strategy](#) with the recent acquisition of Exstream Software and expanded our focus on imaging and printing solutions that help customers optimise their infrastructure, manage their environment and improve workflows.”

HP also extended the reach of its \$300 million “What Do You Have To Say?” global interactive marketing campaign to target large businesses. In the expansion, print and online advertising and interactive tools will showcase how [3M](#) worked with HP to globally reduce its device count by 47 percent and save more than \$3 million in just two years.

### Extending Enterprise Imaging & Printing Leadership

HP's investments continue to pay off with the following milestones as it extends its market leadership in the enterprise printing market in Asia Pacific:

- According to IDC, HP is the leading provider of laser single and multifunction hardcopy peripherals shipped to Enterprises<sup>(1)</sup> in Asia/Pacific (excluding Japan) region, with 53.8% market share and strong double digit year-on-year growth (+12%)<sup>(2)</sup>. It has held this no.1 leadership position for the past 20 consecutive quarters.

- Market demand for HP's Managed Print Services also continues to see strong growth. In 2007, HP's total contract value for managed print services in Asia Pacific grew by 79.5% year-on-year<sup>(3)</sup>. Today, HP helps to manage some 24,000 printing devices for its enterprise customers under HP's Managed Print Services contracts, up from 11,000 in 2006<sup>(4)</sup>.

### **HP Solutions Business Partner Programme Gains Momentum**

Today, HP introduces the revitalised **HP Solutions Business Partner Programme (SBP)**, a standards-based programme for companies whose solutions interoperate and integrate with HP offerings to address customers' specific business challenges. The SBP gives HP development partners the benefits of unprecedented access to the newest HP and partner technology, delivering the most advanced solutions to the customer environment – capabilities for capturing, routing, indexing, storing and delivering documents and content more securely and cost-effectively.

Today, the new **HP Solutions Business Partner Accreditation, Certification and Test programme (ACT)** is the industry's first to accredit partners' internal processes, review their designs and certify their solutions. The programme gives customers confidence in the quality and feature richness of the solution, while reducing their implementation time and support costs. Capella Technologies, Captaris, Jetmobile and Kofax are examples of partners accredited globally and have solutions available in Asia Pacific and Japan today.

Through the ACT programme, HP ensures that the partner's internal development and support processes are pre-qualified using HP's stringent criteria and that applications have been tested to work with HP devices and software. Partners in the programme must demonstrate consistent, high-quality delivery of specific solutions built on HP's software development kits and the [HP Open Extensibility Platform](#).

The **HP Imaging and Printing Open Extensibility Platform** is the next generation of solution development kits, employing a new web services-based framework that allows developers to tailor their software for industry-specific needs in a seamless and collaborative environment, bringing new extensibility capabilities that no other competitor can deliver.

### **New HP Channel Programme Offers Powerful Advantages to Partners**

HP is also introducing the new **HP Office Printing Channel Programme**, a comprehensive channel programme which has matured from a previous programme for value channels. The HP Office Printing Channel Programme is designed to help qualified partners grow sales revenue and profitability through increased access to HP's entire imaging and printing portfolio. A worldwide initiative that is now implemented in the Asia Pacific and Japan region, the Programme extends current HP programmes to include hardware, services, solutions and supplies, while attracting new partners in new markets such as the copier industry. It also targets vertical industries such as manufacturing, financial services and the public sector.

The HP Office Printing Channel Programme enables channel partners to better address enterprise customer needs with solutions to solve their business challenges and introduces two partner levels: Office Printing Partners and Office Printing

Solutions Partners. Qualified partners will receive preferred and specialised branding, access to additional compensation and marketing funds, and access to HP solutions sales tools. To improve the competitiveness and profitability of qualified partners, HP is enabling them to offer a robust portfolio of imaging and printing solutions at a lower cost than their channel competitors.

### **Optimising Print Infrastructures**

HP is continuing to help enterprises better optimise their infrastructures with today's introduction of two high performance MFPs and an enterprise document scanner that allow medium to larger enterprises better-consolidate their printing, scanning and copying devices and save costs as a result. The MFP is an enabler that allows customers to start the Print 2.0 plan by acting as both the onramp and offramp for digitising workflows and improving communications.

- **The HP Color LaserJet CM6040 MFP series** is HP's top-of-the-line color laser MFP designed to maximise office workgroup productivity with a feature-rich package including A3 printing, advanced finishing options, robust security and the HP Easy Select Control Panel. In Asia Pacific & Japan, this product is available from 1 April 2008<sup>(5)</sup>.
- **The HP LaserJet M9040/M9050 MFP series** are designed for demanding departments of 30 to 50 users, improves business processes with high-volume, cost-effective printing, copying, scanning and optional faxing; digital sending and automatic duplex printing capabilities. In Asia Pacific & Japan, these products are available from 1 April 2008<sup>(5)</sup>.

In addition, HP expanded its document capture portfolio by introducing the **HP Scanjet N9120 Document Flatbed Scanner**. As HP's first dedicated enterprise departmental-class scanner, the fast A3 flatbed scanner offers 50 ppm and versatile paper handling with an automatic document feeder. The HP Scanjet N9120 easily integrates with HP Web Jetadmin print management software and includes Kofax VirtualReScan Professional<sup>(6)</sup>.

HP is also announcing the latest version of its award-winning **HP Universal Print Driver 4.5 (UPD)** which helps enterprise customers to effectively optimise their infrastructure by providing a single driver for all HP LaserJet printing devices. UPD 4.5 features duplex printing, color access control and private printing as default settings. Security can be ensured with private printing as it protects confidential print jobs with a 4-digit pin and withholds them from being printed until a user inputs a correct PIN at the printer's control panel. To date, over two million copies of HP's Universal Print Driver have been downloaded from hp.com, allowing users and IT departments to realise time-saving and productivity benefits when managing printers.

### **Managing Output Environments and Improving Information Workflows with Specialised Solutions**

With the combined expertise of HP and its printing solution partners, enterprise customers can now have access to specialised solutions that not only manage their output environments, but streamline their workflows through new capabilities.

- **HP Controlled Cost Printing Solution** – HP Controlled Cost Printing allows enterprises to effectively manage, track and recover costs for printing usage through multiple types of billing from pre-paid cards and debit applications to per-user charge-backs. When integrated with back office systems, HP Controlled Cost Printing enables tracking and bill usage by group, by department or by individual users.
- **HP Account Opening Solution** - The HP Account Opening Solution improves information workflows for companies dealing with many customer accounts like banks, telecommunications and utilities. It simplifies the account opening process by automating most of the manual processes for document capture and processing, reducing the average processing time from seven to two days. The solution employs intelligent data capture with advanced Optical Character Recognition (OCR) and ensures that electronic documents are delivered from branch to headquarters securely and successfully each time. Digitised documents can be reliably delivered to a variety of enterprise software applications for easy approval or rejection.
- **HP Output Management Solutions** – HP’s Output Management Solution helps enterprise customers streamline their document and information workflows, and is especially suitable for manufacturing, distribution and top security environments. The solution integrates fully with leading enterprise applications and systems management software to reliably and securely dispatch critical documents to multiple destinations like print, email, and wireless devices. HP Output Management Solution also offers security capabilities like serialisation, watermarking and encryption. A new capability is the Radio Frequency Identification (RFID) Secure Document Tracking System, a solution that helps customers to track, manage, secure and control access to top security documents.

### **HP closes acquisition of Exstream Software**

HP recently closed the acquisition of [Exstream Software LLC](#). Exstream software solutions streamline the creation and delivery of personalised documents and other communications materials. The acquisition allows HP to help businesses design, manage and publish content in a fully personalised manner via multiple channels, including print and online. These capabilities will add to HP’s portfolio as it builds on its Print 2.0 strategy.

### **Marketing campaign**

Building upon HP’s “What do you have to say?” campaign, which was introduced to the consumer and small to medium business market segments in November 2007, the new “Alternative Thinking About Printing” enterprise campaign is designed to inspire and empower customers to work with HP to optimise their imaging and printing infrastructures, manage their device environments and improve workflows.

The Print 2.0 Planner, a component of the interactive campaign, helps enterprise customers optimise their imaging and printing infrastructures by revealing their potential to strategically achieve business goals by effectively managing their networks. The campaign is being introduced with the launch of the new regional HP

imaging and printing enterprise [portal](#) that details solutions for customers to help them build their Print 2.0 plan.

### **About HP**

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$107.7 billion for the four fiscal quarters ended Jan. 31, 2008. More information about HP (NYSE: HPQ) is available at [www.hp.com](http://www.hp.com).

- (1) Refers to Companies with employee sizes from 500+ onwards.
- (2) Source: IDC Asia/Pacific (excluding Japan) Quarterly Printer Tracker, 4Q2007.
- (3) Based on internal tracking for HP Managed Print Services business for year 2007 over year 2006.
- (4) Based on internal tracking for HP Managed Print Services.
- (5) Products are available via contractual basis and may vary by markets in the region. Please contact the local HP representative or HP Approved Channel Partner for specific country pricing.
- (6) Pricing and availability vary in markets. Please contact the local HP representative or channel partner.

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