

WHY HP LASERJET PRINTERS & MFPS VS. DELL? EASE OF USE, MANAGEABILITY & CHOICE



Enjoy worry-free imaging and printing with HP LaserJets

Trying to decide whether to deploy HP LaserJets or their Dell counterparts? Don't forget HP's advantages in product design, embedded technologies, and management solutions. Innovative technologies employed by HP LaserJet printers and MFPs minimize complexity, maximize end-user and IT productivity, and help you build a solid imaging and printing infrastructure for your organization.

Create simplified user experiences with HP

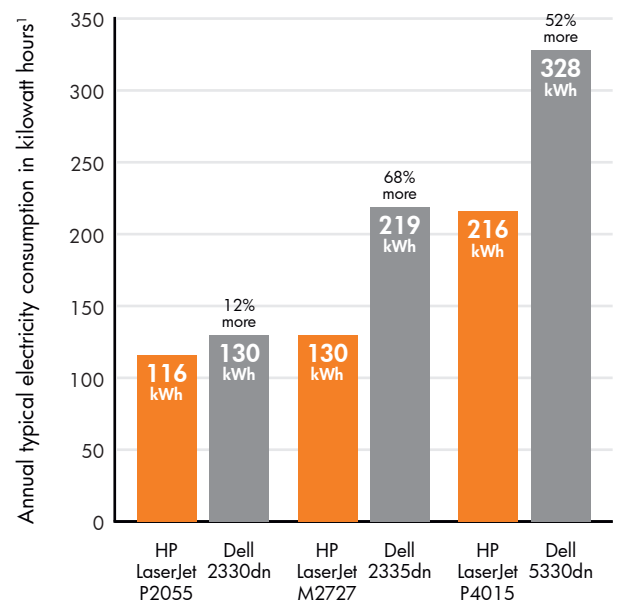
- **Instant-on fusing** — HP LaserJets warm up faster from powersave, which means you can finish printing many documents before most Dells finish warming up.
- **Excellent print quality** — Make sure you compare print samples, because HP's advanced imaging technologies are unmatched by Dell.
- **Uncomplicated color** — Unlike Dell users, HP users don't trade off speed for best print quality, plus auto PQ enhancements let any user succeed with color.

Minimize management chores with HP

- **Less maintenance** — HP Color LaserJets have fewer replacement parts than their Dell counterparts.
- **Comprehensive fleet management** — HP delivers the ability to disable color by application, a Universal Print Driver for Windows, batch configuration across models, batch firmware updates, and configurable usage reporting — capabilities Dell doesn't support.



Save energy and reduce costs with HP

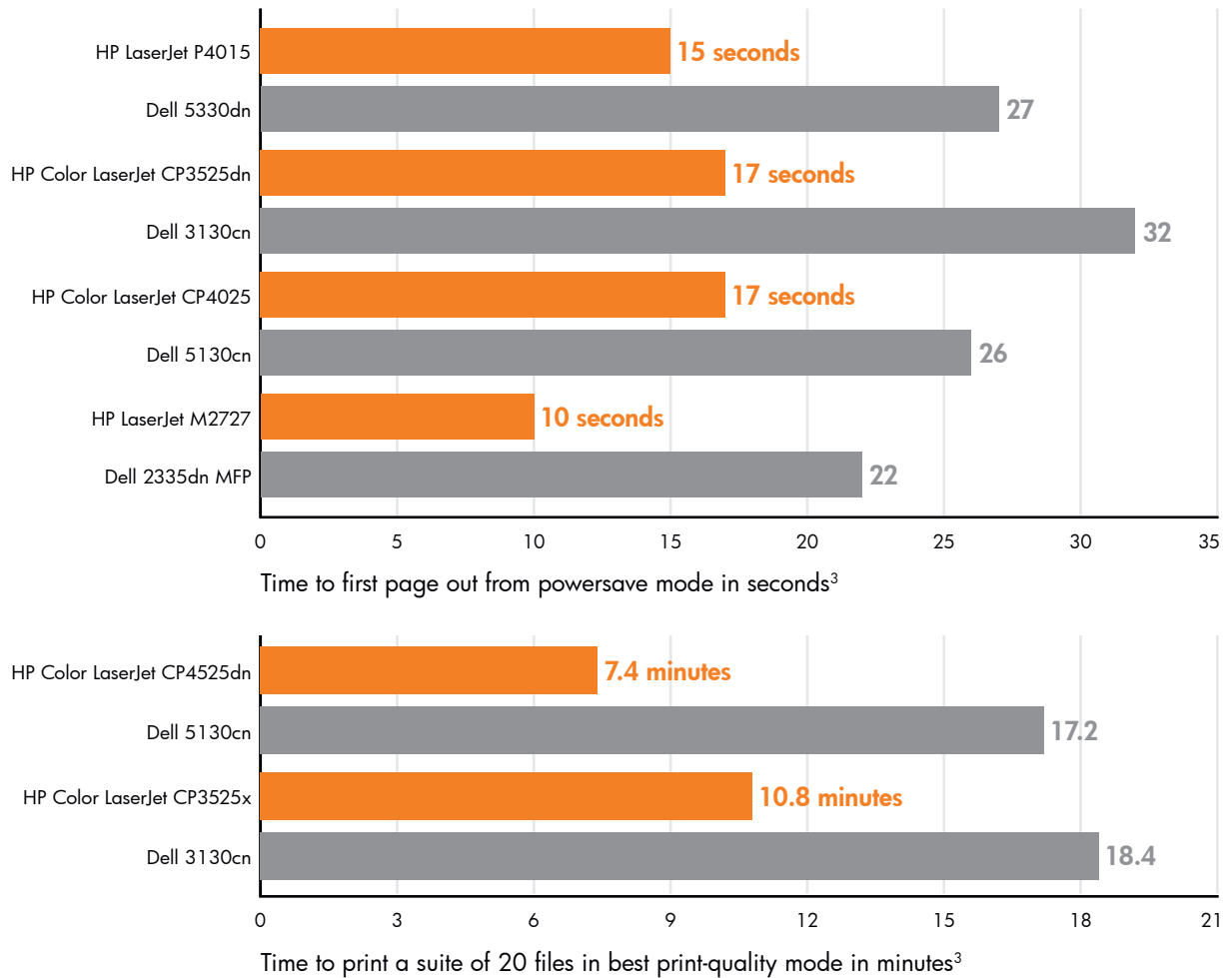


Enjoy a consistent, complete printer lineup with HP

- **Consistent networking** — HP's networking protocols, management capabilities, and alerts are consistent, whereas they vary for Dell black-and-white printers, black-and-white MFPs, and color printers/MFPs.
- **Consistent color lineup** — Since Dell sources engines from 3 different vendors, cleaning requirements and consumables designs will vary from device to device.
- **Complete line** — Dell doesn't offer printers or MFPs supporting 11x17/A3 or output finishing. HP does.

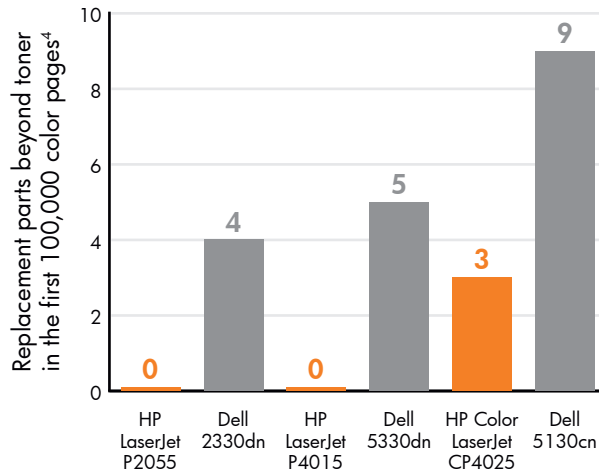
Spend significantly less time waiting for output with HP LaserJet printers and MFPs

Research by InfoTrends reveals the typical office print job is 4 pages long, created with Microsoft Word, output on plain paper, and printed from powersave mode on a laser printer. HP Instant-on Technology virtually eliminates warm-up time, so you can print several pages — sometimes entire documents — before many competing Dell units can finish warming up. According to InfoTrends, this translates into significant real-world performance advantages: “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.” HP users also often enjoy faster sustained printing compared to Dell.^{2,3}



Dramatically reduce maintenance and management chores with HP LaserJet printers and MFPs

HP helps IT focus on more strategic tasks than printer and MFP maintenance and management. Unlike Dell, HP offers a Universal Print Driver that can help slash driver certification, management, and support costs. Plus HP Web Jetadmin outperforms Dell OpenManage Printer Manager in key areas that radically simplify device management.



Can the vendor's management solution... ³	HP	Dell
See the printer on the network?	✓	✓
Discover direct-connected printers?	✓	⊗
Configure MFP capabilities (scan, fax, digital send)?	✓	⊗
Lock out color access by application?	✓	⊗
Update firmware on multiple devices at once?	✓	⊗
Provide a Universal Print Driver for Windows?	✓	⊗
Provide a view of usage over time?	✓	⊗
Encrypt usernames & passwords via SSL & SNMPv3?	✓	⊗

1 Based on HP internal testing. 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 conducted on a single unit of each product. Actual power usage and results may vary.

2 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).

3 Based on HP internal testing.

4 Based on the manufacturers' published product specifications.

