



HP Graphic Arts Capture Business Success Program

Overview

Building on the success of its HP Indigo Capture Program, HP has launched the HP Graphic Arts Capture Business Success Program for the growing number of print service providers (PSPs) adding a range of HP Graphic Arts solutions. Designed for HP Indigo-equipped PSPs interested in expanding their digital printing profit opportunities with HP Designjet and HP Scitex large- and super-wide-format solutions, the program is part of the company's commitment to helping customers manage and grow their businesses. The HP Graphic Arts Capture Business Success Program includes a collection of tools, training and programs – including job estimators, market research, marketing templates and online resources.

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People and communities are a central part of HP Graphic Arts Capture Business Success Program, with HP Business Consultants and the Digital Solutions Cooperative (Dscoop) community playing an integral role. The Dscoop organization, which is sponsored by HP, is a user-driven forum that allows customers to share ideas, gain knowledge and influence HP product strategy.

To specifically help customers gain new opportunities with HP Designjet and HP Scitex solutions, the program provides market entry, development and growth strategy information and support for numerous applications including, indoor and outdoor signage, point-of-sale/point-of-purchase, signs and banners, and vehicle and building wraps.

Key features and benefits

- Estimating tools for HP Indigo commercial presses, label and packaging presses, and HP Designjet and HP Scitex printers
- Locator guides for finishing equipment, digital front ends, and large- and super-wide format media
- Vertical market overviews for applications including graphic design, retail, fine art, photo merchandise, direct mail, books and publishing, and truckside and fleet graphics
- HP Designjet Online community
- Large-format and digital printing market studies from Infotrends, INTERQUEST and Arbitron
- An affiliate program for free shipping and discounted prices on HP products including computers and networking solutions

- Online marketing courses
- Customizable marketing templates and sample print files
- Open house planning guides
- Video clips, brochures and new case studies and data sheets with information on establishing end-to-end, higher-value services
- Ongoing operator and prepress training
- Optional ramp-up on-site support after installation

Availability

The HP Graphic Arts Capture Business Success Program is available now.

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