

HP customer case study: New HP inkjet all-in-one speeds desktop output at a small California-based realty company

Industry: Real estate management

New All-in-One sets standard at Advantage Management, Inc.

Officejet Pro combines traditional AiO flexibility with high speed, quality



Advantage
Management Inc.

“The colors are vibrant and the images are sharp. I think everybody who’s in the real estate business should have this HP all-in-one. It’s simple, it’s quick and the quality is great.”

—Deann Pancheri, Vice President, Advantage Management Inc.

Objective:

Provide real estate management office with flexible device faxing, scanning, copying and high-quality color printing of marketing materials

Approach:

Update older technology with HP Officejet Pro L7000 series all-in-one

Business benefits:

- Faster than previous inkjet technology
- Lower per page cost
- Great quality, even at normal print setting



Deann Pancheri hates to waste time. She wants to work quickly and produce excellent results. Which makes the new HP Officejet Pro L7000 series all-in-one a great match for her needs.

“I was amazed at how quick it is, especially for an inkjet printer. And the quality is excellent ... in some cases, better than my laser,” says Pancheri, vice president of Advantage Management Inc., (AMI) a real-estate company specializing in mobile home parks and self-storage complexes.

Convenience without compromise

At AMI’s home office in Orange, California, Pancheri and her six-person staff print everything from letters and other business documents to full-color customer newsletters and advertising materials.

Customer solution at a glance

Primary applications

Office general purpose printing, newsletters and marketing materials

Primary hardware

OfficeJet Pro L7000 series

"It's all about convenience. I want to get things done and out the door. When someone comes up with a great idea, we want to act on it right away, not wait for a printing company," she says.

Does that mean she compromises on quality? Not at all. "My competitors have even called and asked where we do our printing because they thought our flyer looked so good." Besides, she adds, the company saves thousands of dollars every year by producing its own marketing materials.

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Pancheri is a big believer in HP printers. In addition to an HP Color LaserJet 4600 in the home office, she has equipped staff members throughout California and Arizona with HP inkjet printers on each desktop. She appreciates the consistency of the HP user interface on various models.

"I like having something that's easy to use, consistently good quality, and durable," she explains.

Lower per page cost

The HP Officejet Pro L7000 series printer improves on the company's existing AiO technology with higher speed (up to 34 pages per minute color/35 ppm

black-and-white in draft mode), and more cost-effective printing. Cost per page for the L7000 series is up to 25 percent lower than laser AiOs.

The L7000 series is also efficient with ink. "It was a pleasant surprise to see how much it can produce from a single set of cartridges," Pancheri says. "When we got the Officejet Pro AiO, we had three people printing to it all week, and only changed a cartridge once. That's a lot more than we get from other printers." She says the average employee prints 150 to 200 pages per day.

The new AiO has proved highly reliable. Pancheri says it has only jammed once — when she tried to hurry a job along by re-loading the paper cassette while the printer was running. But she cleared the jam immediately. "It's as easy or easier than any other printer I've owned."

"We save thousands of dollars every year by producing our own marketing materials."

Great quality at normal setting

Pancheri also likes the fact that the Officejet Pro AiO produces excellent quality even at its normal print setting. "The colors are vibrant and the images are sharp," she says. "I think everybody who's in the real estate business should have this HP all-in-one. It's simple, it's quick and the quality is great."

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