

HP customer case study: Officejet Pro L7000 series all-in-one adds versatility to output capabilities of small law firm

Industry: Legal

HP All-in-One suits small law firm

Officejet Pro L7000 series AiO delivers convenience, speed, quality



“The Officejet Pro is a good match for the needs of a small law firm. It’s very fast, especially for smaller jobs, offers multiple functions and provides quality printing for a mix of text and color graphics.”

—Christina Acosta, Vice President, Marketing & Advertising, Law Offices of Philip H. Acosta

Objective:

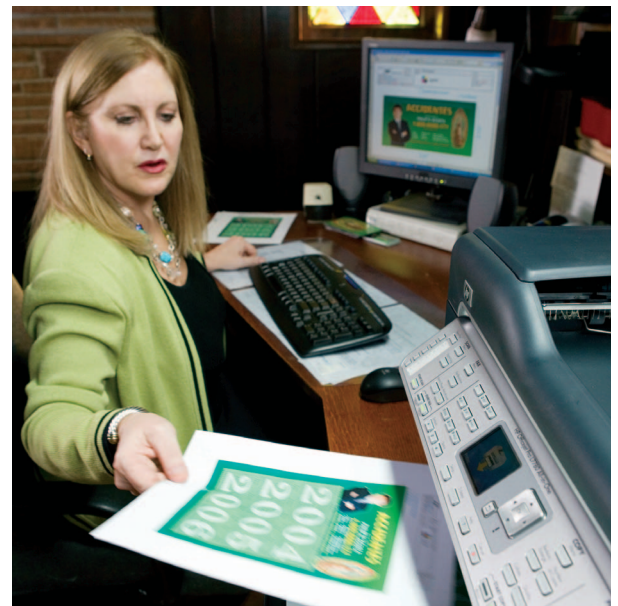
Provide versatile output device for small legal office.

Approach:

Replace multiple older devices with HP Officejet L7000 series All-in-One.

Business benefits:

- Versatile device can handle multiple tasks: color or black-and-white printing, scanning, copying, faxing
- Replacing multiple single-function devices saves space
- Quick throughput, especially for small jobs
- Easy, clean ink cartridge replacement
- Reliable, trouble-free operation



For the Law Offices of Philip H. Acosta, competing for personal injury cases in Southern California is a constant challenge. The small firm is continuously developing new direct mail pieces, promotional items, marketing literature and advertising to maintain awareness of its services in all its target markets.

“The personal injury business has become close to a commodity market where it often appears to the public that all personal injury attorneys are the same, when in reality the service law firms provide varies drastically. It is very difficult in this arena to find a way to differentiate from the competition,” explains Christina Acosta, Vice President, Marketing & Advertising for the firm. “The quality of images and advertising, along with the service you provide, lets clients and other publics know you’re competent, professional and accommodating.”

Customer solution at a glance

Primary applications

Office general purpose printing, legal firm promotion

Primary hardware

OfficeJet Pro L7000 series

The firm prints the majority of its marketing pieces in the office to keep costs low and quality high, says Acosta. The seven-member staff draws on a number of different printers — from HP LaserJet 4050 printers for high-volume black-and-white printing, to an HP Deskjet 9800 to print all its envelopes, and other devices to meet the firm's various office needs.

New All-in-One well-suited to law office

The new HP Officejet Pro L7000 series all-in-one (AiO) is helping keep new marketing pieces flowing, both as a color proofer for the firm's ads, promotional items and marketing literature, and convenience printer for color marketing and administrative materials. "The Officejet Pro is a good match for the needs of a small law firm. It is great for printing and scanning, especially when you have limited space. It's very fast, especially for smaller jobs, offers multiple functions and provides quality printing for a mix of text and color graphics," Acosta says. "It starts up immediately from the first print and keeps going strong. I need printers that can print documents right the first time. I don't have time to repeatedly print documents. I need to focus on customer service, as that is our top priority, and my printers should help support that."

Acosta, who designs and manages production for all the firm's marketing pieces, is networked to several printers. She routinely prints several jobs at once, perhaps printing some marketing literature on the Officejet Pro, a long-run marketing job on a color laser, checks on a LaserJet 4050, and envelopes on the Deskjet 9800.

The Officejet Pro L7000 AiO adds another weapon to her arsenal. "It's great for convenience printing. I like the fast speed for short-run documents — letters to doctors, or proofs of new ads we're developing. When I click print, the job zooms to the printer. There's no lag time waiting for it to warm up, like some laser printers that are rated at higher speeds."

While she has used it primarily as a printer, Acosta says the all-in-one's versatility will come in handy for other jobs routinely required by a law office. That includes scanning case materials right to a folder, such as documents for annotation and printing, and

scanning or copying photographs at up to 2400 dpi resolution that document clients' injuries and property damage for doctors, attorneys, and insurance companies.

Documenting the extent of clients' injuries and property damage is the most important function of the Officejet Pro because the print quality must be exceptional. "These photos often make the difference in our clients' cases, and in reality, they translate into dollars for our clients. It's up to us to prove these injuries and damage to the insurance companies. This is what our clients hire us to do. There is a lot of fraud in our industry. Therefore, we must prove to the insurance companies that our clients' cases are legitimate and they deserve to be fairly compensated."

Helps law firm project a professional image

"As I use the printer, I am constantly being delighted. I keep discovering new uses for the device," she says. "Projecting a professional image is important to the success of our business and the Officejet Pro helps us project an image that gives our clients confidence about hiring us over larger law firms. By effectively using state-of-the-art technology, we let our clients know via non-verbal communication that we will provide them with exceptional customer service. The Officejet Pro can give us the edge we need in this marketplace."

Trouble-free and easy to maintain

The reliability of office equipment is very important in running a law firm. Acosta says the Officejet Pro L7000 series AiO has been trouble-free so far, without a single paper jam. And her first experience with replacing the HP ink cartridges was a real eye-opener. "I was surprised at how easy it was to change the ink. It's easy, clean and user friendly."

The new all-in-one's cost efficiency is evident. Per page costs for the Officejet Pro L7000 series AiO are up to 25 percent less than laser AiOs. But her favorite thing about the AiO is its convenience for printing quick, short jobs. "Time is money. I can't be waiting around for documents to print. The OfficeJet Pro is a great choice for a small office, home office or even a department within a large corporation; it saves space and gives a lot of versatility."

To learn more, visit www.hp.com

© 2006 Hewlett-Packard Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA0-9994ENW, January 2007

