



HP Graphics Solutions Partner Program

Overview

The new HP Graphics Solutions Partner Program helps create the open environment needed for streamlined productivity, enabling customers to address the unique business needs of the graphic arts market with customizable and scalable solutions. The program also streamlines existing graphic arts solutions partnerships into one common program across the HP's Designjet, Indigo, Inkjet High-speed Production Solutions and Scitex divisions by establishing a uniform framework for relationships with third-party technology suppliers.

The HP Graphics Solutions Partner Program allows graphic arts customers to pursue greater possibilities, create competitive advantage and evolve their businesses through streamlined, efficient and high-powered workflow solutions.

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Key features and benefits

- Entry to profitable new markets by exploiting the industry's broadest portfolio of partner workflow solutions.
- Creation of new customer value using innovative and dependable solutions integrated by HP and its partners.
- Streamlined business by simplifying operations and protecting investments using HP partner solutions.
- Comprehensive file processing, variable-data management, imposition and image management support for general commercial printing, direct marketing, publications printing, photo specialty, label and packaging, signage, creative, technical markets, and more.
- HP and partner components combine to provide workflow management from job creation to completion including data sharing and feedback between workflow components, enabling process automation and more-effective business management.
- Tiered platinum, gold and silver partnership levels for third-party solution providers for HP graphic arts products.
- Clearly defined "HP Graphics Solutions Partner product" gold-level and "Partner product with HP Graphics Solutions link" silver-level criteria for workflow integration.⁽¹⁾

HP Graphics Solutions Partner Program participants

HP Graphics Solutions Partner Program-certified and HP Graphics Solutions Partner Program-compatible products are available from Agfa, CMC, DigiLabs, DirectSmile, EMT, EskoArtwork, GMC, Heidelberg, HumanEyes, ip.labs, Kodak Print on Demand Solutions, MBO-Ehret, MindFire, Muller Martini, Pageflex, Pitney Bowes, Pixami, Press-

sense, Printable, PrintSoft, Timsons, Ultimate Technographics and many others.

⁽¹⁾ HP Graphics Solutions partner product gold-level designation has product connectivity guaranteed and backed by HP. HP Graphics Solutions Partner Program link silver-level designation has product connectivity guaranteed by the third-party company.

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