



# HP Helps SMBs Thrive in Challenging Times

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# Worldwide market opportunity

**\$290B**  
**SMB** **2011**



# Customer pain points

**Declining  
Revenues, Cash  
Flow, Credit  
Crunch**

**Customer  
Retention**

**Streamlining  
Processes,  
Increasing  
Efficiency**

**Look  
Professional,  
Grow  
business**

# Addressing customer needs



**Broadest Portfolio:**  
Complete solutions to  
grow your business



# Environmental Leadership: Green choices to benefit your business





# News of the Day

Partner enablement Solutions & Offers New Products



HP Officejet Pro 8500 AIO series



HP Officejet 6500 All-in-One series



HP Officejet Pro 8000 Printer series



HP 940 Officejet Inkjet Cartridges



HP Scanjet N6350 Networked Flatbed Document Scanner



HP Scanjet 5000 Sheet-feed Scanner



HP Scanjet 7000 Sheet-feed Scanner



HP 2140 Fax

**Faster Prints, Professional Output, Lower Cost.**

**Greater efficiency, Simpler daily tasks.**



Small business marketing community on HP Creative Studio for Business



HP Insight Remote Support



USA.net Partnership



Total Care Business Solutions



HP Trade-in and Save program

**Doing more for less.**



SMB Elite PartnerONE designation



Comprehensive deal registration benefits for channel partners

**For the life of your technology. For the good of your business.**





