



HP Graphic Arts Capture Business Success Program

Overview

The [HP Graphic Arts Capture Business Success Program](#) ("Capture") offers graphics solutions customers a full range of resources to help them manage and grow their businesses. The program includes a collection of tools, training and programs for business development, including marketing templates, market research and online resources, as well as marketing kits developed for digital press or large-format printing operations and the new HP SmartPlanner 3.0 job estimator.

HP is now expanding its training offerings under the HP Graphic Arts Capture Business Success Program to help customers successfully grow their businesses with eight new courses that cover business management, sales and marketing, and operations for print service providers (PSPs). The courses will be offered worldwide in several languages beginning in late 2009 and will include live seminars as well as self-paced eLearning modules.

People and communities are also a central part of Capture, with HP's pool of subject matter experts and the Digital Solutions Cooperative (Dscoop) community playing an integral role. Dscoop, which is sponsored by HP, is a user-driven forum that allows customers to share ideas, gain knowledge and influence HP product strategy. Many Capture resources are available online to Dscoop members at www.dscoop.org.

Additionally, HP is announcing the launch of the HP PSP Locator, which will be available in October 2010. This new tool will allow consumers, small businesses and other potential digital print customers to locate HP PSPs in their area for their print fulfillment needs. The HP PSP Locator will be available through the HP Graphic Arts Portal and MarketSplash.com and will include PSPs that provide digital printing services for a variety of applications including large format signage, marketing collateral and books.

Key features and benefits

Capture resources

- 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
- Large-format and digital printing market studies from top analyst firms in the industry
- An Affiliate Program for free shipping and discounted prices on HP products, including computers and networking solutions

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- 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
- HP SmartPlanner 3.0, a free job estimator tool to help print service providers maximize margins

Expanded training program

- Seminars structured around business management, sales and marketing, and operations training for HP customers and channel partners leveraging relevant customer case studies
- Courses delivered as self-paced eLearning modules on the HP Portal and as a series of face-to-face, instructor-led seminars
- Courses delivered in local languages according to availability (English, Chinese, French, German, Italian, Japanese, Portuguese, Russian and Spanish); as well as customized to the country/region using local customer case studies and proof points
- Curriculum covering the entire HP Graphics Solutions Business portfolio as well as soft skills to help PSPs and partners increase their managerial, operational and sales and marketing effectiveness to successfully grow their businesses
- Focus on innovations and cutting-edge practices in digital printing, including market trends, applications and business models

More information about Capture is available at www.hp.com/go/gsb.

Availability

The HP Graphic Arts Capture Business Success Program is available now and the expanded training offerings will begin in late 2009.

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