

# DIGITAL SOLUTIONS KING

HP Officejet Pro 8500A Premium e-All-in-One, Marketsplash crown small-business success



*"Marketsplash makes great design easy and affordable. The HP Officejet Pro 8500A Premium delivers superb printing and multifunction efficiency. It's a winning combination."*

—Fernando Hernandez, owner, Digital Solutions King, New York City, N.Y.

## HP CUSTOMER CASE STUDY:

HP Officejet Pro 8500A Premium e-All-in-One, Marketsplash reign supreme at Digital Solutions King

## INDUSTRY:

Computer/small business

### OBJECTIVE:

Cost-efficiently manage and market sole proprietorship

### APPROACH:

Create marketing material with Marketsplash by HP in conjunction with HP Officejet Pro 8500A Premium e-All-in-One, which also produces business documents such as invoices and receipts

### IT IMPROVEMENTS:

- Fast and easy scan-to-network-folder saves time, paper storage
- High-quality output eliminates need to outsource printing
- Color touchscreen enhances ease of use

### BUSINESS BENEFITS:

- Reduces cost of flyers by two thirds (from \$300 to less than \$100 for 250 flyers)
- Design and produce professional-quality documents with ease
- Low-cost, simple-to-produce marketing materials win customers



Fernando Hernandez is like an old-fashioned doctor, the way he runs his business. He does checkups. He treats viruses. He makes house calls. His patients, though, are computers—and his company, Digital Solutions King, relies on the HP Officejet Pro 8500A Premium e-All-in-One and Marketsplash by HP to design and produce princely marketing materials on an everyday budget.

"The biggest business advantage is saving on marketing; I don't have to send business cards and flyers to an outside copy shop anymore," Hernandez says. "What's more, the all-in-one has time-saving technical features like direct scanning to folders and an easy-to-use color touchscreen."

Digital Solutions King is a New York City business Hernandez runs out of his home. His sister uses the printer for schoolwork and his mom uses it to print photos of cakes she likes to bake. Hernandez uses the device to produce business documents such as invoices, receipts and flyers. He used a printer by another manufacturer years ago, but



## CUSTOMER SOLUTION AT A GLANCE

### PRIMARY APPLICATIONS

Invoices, receipts, flyers

### PRIMARY HARDWARE

- HP Officejet Pro 8500A Premium e-All-in-One

### HP SERVICES

- Marketsplash by HP

then got his first HP device and never looked back. He uses Original HP Officejet ink cartridges and office papers with ColorLok® technology for crisp color and water-resistant pages.<sup>1</sup> This newest HP Officejet Pro, he says, brings impressive advances in design and function.

The Officejet Pro 8500A Premium e-All-in-One delivers print-shop quality results from a wireless<sup>2</sup> device with a small footprint. It prints professional color at up to 50% lower cost per page than lasers,<sup>3</sup> and uses up to 50% less energy than color lasers.<sup>4</sup> This new e-All-in-One can print PC-free from the web with business apps<sup>5</sup> and also prints from mobile devices using HP ePrint.<sup>6</sup> The device can copy and scan at up to 8.5 x 14 inches on the legal-size glass, and print without interruption using an extra 250-sheet input tray. Maximum print speed is up to 35 pages per minute (ppm) black and up to 34 ppm color,<sup>7</sup> with laser-comparable speeds of up to 15 ppm black and up to 11 ppm color.<sup>8</sup> Ink cartridges are changed individually, for cost efficiency.

*“For my small business, the HP Officejet Pro 8500A Premium e-All-in-One delivers significant advantages over a laser printer, including affordable color of excellent quality.”*

*—Fernando Hernandez, owner, Digital Solutions King*

This model also features a 4.3-inch color touchscreen. “The color touchscreen is one of my favorite things about this printer; it’s easy to use, crisp and clean,” Hernandez says. “The ability to scan to a network drive also is great. I don’t have to deal with the PC. It’s faster and easier. I’ll scan invoices and other documents, store them for a month, then get rid of them. The documents are easy to find and don’t clutter my limited office space.”

Hernandez runs the printer wirelessly, for ease of use from both his desktop PC and a laptop he moves about the house. Setup was simple, he says, with straightforward instructions from HP. His sister has used the printer’s memory card slot without asking for his help—a sure sign the process was painless, he adds. Hernandez is pleased with the environmental features of the Officejet Pro 8500A, including saving paper with the automatic duplexer for double-sided printing and the ENERGY STAR® qualification for reduced energy consumption. The device uses up to 80% less supplies and packaging by weight compared to color laser.<sup>9</sup>

To design and print marketing materials for less, Hernandez uses Marketsplash by HP. This online service at Marketsplash.com enables users to browse thousands of brochures, flyers, business cards, newsletters and other designs; build and edit their materials using simple online tools; and print them directly to their HP devices. The Officejet Pro 8500A Premium allows easy reprinting of Marketsplash collateral from the front panel display. Hernandez makes flyers publicizing his services—home-computer repair, network upgrades, virus removal, general tune-ups—and posts them around town to attract new clients. The designs are professional quality and the print quality is superb, he says. Previously, Hernandez outsourced the work to a print shop. It cost him \$300 to create 250 flyers. Now, it costs less than \$100 for the same number of flyers and he can print them just 50 at a time to allow timely content updates.

“Marketsplash by HP and the HP Officejet Pro 8500A combine affordability, high quality and ease of use,” Hernandez says. “For a small business like mine, that delivers a huge advantage.”

To learn more, visit [www.hp.com/officejetpro](http://www.hp.com/officejetpro)  
[www.marketsplash.com](http://www.marketsplash.com)  
[www.hp.com/go/colorlok](http://www.hp.com/go/colorlok)

Contact the HP Reference2Win Program, 866-REF-3734 for more information

This customer received complimentary HP printer and Original HP supplies as part of an early adapter program.

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<sup>1</sup> Not included. Please purchase separately.

<sup>2</sup> Wireless performance depends upon physical environment and distance from access point.

<sup>3</sup> Majority of color laser AiOs <\$600, March 2010; for details, see [www.hp.com/go/officejet](http://www.hp.com/go/officejet). OJ Pro ISO yield with highest-capacity cartridges based on continuous printing; see [www.hp.com/go/learnaboutsupplies](http://www.hp.com/go/learnaboutsupplies).

<sup>4</sup> Majority of color laser AiOs <\$600, March 2010; for details, [www.hp.com/go/officejet](http://www.hp.com/go/officejet). Energy use based on HP testing using the ENERGY STAR® program’s TEC test method criteria.

<sup>5</sup> Requires an Internet connection to the printer. Services may require registration. Apps availability varies by country and language. For details, [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter).

<sup>6</sup> May require an Internet connection to the printer. Feature works with any Internet- and email-capable device. For details, [www.hp.com/go/eprintcenter](http://www.hp.com/go/eprintcenter).

<sup>7</sup> After first page. For details see [www.hp.com/go/printerclaims](http://www.hp.com/go/printerclaims).

<sup>8</sup> After first set if ISO test pages. For details see [www.hp.com/go/printerclaims](http://www.hp.com/go/printerclaims).

<sup>9</sup> Compared with the majority of color laser AiOs <\$600, March 2010. Calculation compares weight of supplies and cartridge packaging needed for the same amount of pages based on ISO yield and continuous printing.

