



Fact Sheet

HP Helps Ready Customers for Digital Printing Transformation

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Overview

In 2010 digital print markets were valued at \$85.2 billion, the equivalent of over 225 billion A4 prints, and is forecast to account for 18% of all print by 2016¹. As business and enterprise customers ready themselves for the digital printing evolution, many may be challenged with a capital-intensive and time-consuming procurement process that may impose financial limitations.

To help qualified customers acquire the printing technology they need at the lowest total cost of ownership (TCO), HP Financial Services (HPFS), the leasing and asset management subsidiary of HP, is offering a range of creative financing and leasing options at this year's Drupa event. With attractive and flexible end-of-lease options, customers can better align payments to production requirements, providing effective budget planning and assistance in cash flow management.

Making printing more affordable

Customers acquiring or deploying next-generation digital printing technology may take advantage of financing, leasing and asset management solutions from HPFS to intelligently and economically manage their printing and graphic investments. From planning and acquiring technology to replacing and retiring it, HPFS provides a set of comprehensive financial solutions that help qualified customers deploy world-class technology in ways that meet their unique business requirements. Providing a range of available financing and leasing options, qualified customers can acquire some of the world's most advanced printing technology at a competitive price point that may be lower than the industry average. Other benefits include helping qualified customers to:

- Budget more effectively with predictable payments along with a range of financing and leasing solutions;
- Reduce TCO by converting capital expenditures to operational expenses that allow companies to pay for the use of equipment, not the ownership;
- Protect investments and avoid technology from becoming obsolete via established regular refresh cycles that take advantage of best-in-class printing solutions;
- Finance entire solution including hardware, software, services and soft costs;

- Trade-in, add-on and upgrade current solutions.

Eligible Printing and Graphic Equipment

Qualified customers interested in acquiring HP digital printing technology at Drupa can take advantage of attractive financing from HP Financial Services in the company's booth at the HP Pavilion. Eligible equipment includes but is not limited to:

- Indigo Digital Press 5500, 7000, 7500
- Scitex Printing Press FB7600, XP2500, XP5500
- IHPS Web Press T-200, T300, T-400

On-site representatives will have full details on applicable offers for different regions of the world. Additional information is available at www.hp.com/hpfinancialservices

About HP Financial Services

HP Financial Services Company – the leasing and life cycle asset management services subsidiary of HP, is the second-largest captive IT leasing company in the world and offers a full range of life cycle asset management and financial solutions for businesses. HP Financial Services develops financial solutions that can enhance clients' ability to implement IT infrastructures that meet their needs today – and into the future. More information about HP Financial Services is available at www.hp.com/hpfinancialservices.

(1) Pira International, [The Future of Digital Printing to 2021](#), June 21

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