Is it a Touchscreen? Or Command Central for your Document Workflow?

HP LASERJET. It pays you back.¹

HP FutureSmart and Open eXtensibility Platform (OXP)
Think about life before the World Wide Web... Without the internet, computers were limited to the software loaded on them. Let’s say you wanted to keep track of your finances. You would buy bookkeeping software, key in your transaction data, and compare the register with your bank statement. You couldn’t manage your account online or even check your current balance. When your software became outdated, you’d have to drive to the store to pick up the newest version.

Then, almost overnight, the computer became a portal to a wealth of possibilities. The internet has changed our relationships to communication and information in profound ways. Not only can we manage our bank accounts online, we can research and trade stocks, chat with friends around the world, stream the latest episode of our favorite TV show, and so much more. And in fact, we can do all of this through a simple web browser, without installing any additional computer software.

Much the same way that the World Wide Web revolutionized the personal computer, new HP technologies will change the way you use your HP enterprise fleet of printers, multifunction products (MFPs), and network scanners. These technologies, HP FutureSmart and HP’s Open eXtensibility Platform (OXP), can open up your imaging and printing devices to potentials not yet dreamt of.

A SMARTER FLEET, A GREAT INVESTMENT

Typically when you buy any new product—especially a technology product—you expect that what you see is what you get. If you have a digital camera, for example, you would be surprised if one day it suddenly offered a new panoramic mode. You’re used to the features that ship with a product being all the features it will ever have. But HP is changing all that. We’ve completely re-engineered our enterprise-class imaging and printing devices with the future of the entire fleet in mind.

As you’d expect, HP enterprise devices are built to stand up to the demands of today’s fast-paced business environment and keep intervention rates low. They’re easy to use and they’re easy for IT staff to manage. They offer the best technologies of today. But get this: with an innovation called HP FutureSmart inside, HP enterprise devices are designed to evolve with the technologies of the future. This means that down the road, your entire fleet of HP FutureSmart devices can be updated with new features and capabilities as they emerge.

Just think about the benefits! Enterprise users will enjoy a consistent, up-to-date experience, no matter which device they use. From a single console, your IT staff can remotely deploy HP FutureSmart updates across the entire fleet, so keeping pace with technology is quick and easy. And you can buy with even more confidence, knowing HP devices won’t become obsolete with the next technology wave. In fact, they’ll adapt and improve.
POWERSFUL SOLUTIONS, SIMPLIFIED

Consider all the ways technology is transforming everyday devices. Your TV is no longer limited to broadcast channels or even cable—with an internet connection you can access a wide range of content, including games, movies, social networking, and much more. In much the same way, web technology is transforming HP printers, and especially MFPs, into more than the sum of their parts.

Many businesses use MFPs for far more than simple printing, copying, scanning, and faxing. There are lots of applications and solutions on the market that can expand the capabilities of these devices and improve day-to-day business operations. For example, you may want to use badge readers at each MFP to help keep your documents secure, or reduce manual processes by scanning to a document management system, or run job accounting software to monitor and control your printing costs.

While these solutions can provide tremendous value, they’ve been a huge headache for IT at a substantial cost for the business. First, there was a different utility to manage each solution. Then, most solutions had to be manually installed, removed, and upgraded at each device. Finally, there were separate versions of each solution for each device model. Multiply this by the hundreds or thousands of devices in a fleet, and the costs can really add up.

With HP’s Open eXtensibility Platform, we’ve changed all that. We know that solutions are becoming increasingly integral to business processes, so we redesigned our enterprise fleet from the ground up—to support solutions in a brand new way. OXP transforms your MFP into a document solutions kiosk that can run a virtually endless array of applications, solutions, and services—even those that have yet to be invented. With a fleet of OXP-enabled devices, your printers, MFPs, and network scanners share a common platform that will stay consistent far into the future.

But HP didn’t just look ahead. A new solution that renders your existing investment obsolete is a poor value. That’s why HP’s OXP supports your existing HP devices—back to 2005. Not many printer manufacturers protect your existing investments in this way.3

OXP is also designed to dramatically simplify solution management, leading to considerable IT savings. With OXP, solutions are compatible across the fleet, rather than specific to individual devices, so you can install the solution you need right where you need it. And solutions can be installed, removed, or upgraded from a single interface—HP Web Jetadmin—rather than using separate utilities for each solution.

Another big change with OXP is that solutions no longer need to reside on individual devices. Instead, solutions can be installed on a server, so they’re not limited by the processing power of your device. This means that no matter how complex the solution, both older and newer devices will perform equally well. Because you can install and manage solutions remotely, rather than visiting each of your devices, you can save a significant amount of time and money.

But OXP isn’t just about investment protection and streamlining solutions management. It’s about opening up your enterprise devices to endless new possibilities. Think about your mobile phone, for instance. It’s only been a few years since cell phones became “smart,” and already developers are producing apps for just about anything you can imagine. In much the same way, by providing a common, open platform for all HP enterprise devices, HP’s OXP allows developers to easily create virtually any solution and custom interface they can dream up.
Last, and perhaps most importantly, HP’s new enterprise devices help keep your day-to-day operations running smoothly. Across the fleet, folks will see a familiar, easy-to-use interface, so you’ll spend less time training your workforce and they’ll be able to work more efficiently. With consistency across both old and new devices, IT management is simplified. And now that solutions are easier to deploy across the fleet, each device can become a powerful tool to help your business accomplish more.

TO CONCLUDE

So, are HP FutureSmart and HP’s OXP as exciting as the evolution of the World Wide Web? When it comes to imaging and printing, we think so. We believe these new technologies will revolutionize print fleets in the years to come—transforming document workflows and vastly improving business processes.

When you choose HP LaserJet Enterprise printers and MFPs, you’re already making a smart investment for your business. These devices can pay you back by saving you money all year long.¹ And now, with FutureSmart and OXP inside, HP enterprise devices not only deliver the best technology of today, they’re ready for whatever tomorrow might bring. With all your devices and solutions playing well together and many tasks now managed remotely from a single console, the cost savings for IT can be substantial. And because the control panels on all your enterprise devices now have a consistent look-and-feel and feature set, users can feel comfortable using any device that’s convenient for them—a real time-saver. Put it all together and you not only have a wise investment, you have a print fleet that pays you back.

Welcome to the future of your enterprise fleet, with HP FutureSmart and OXP: innovations that are not only transforming imaging and printing as we know it, but are also really good for your business.

LEARN MORE

- To watch a short video that helps further explain the value of HP FutureSmart and OXP, click here.

¹ Based on energy, paper, and toner savings from regular printer usage. Results may vary.
² HP FutureSmart-supported devices currently include the HP Color LaserJet Enterprise CM4540 MFP series, HP Color LaserJet Enterprise CP5520 Printer series, and HP Scanjet Enterprise 7000n Document Capture Workstation. OXP-supported devices currently include: HP LaserJet M3035 MFP, M4345 MFP, M5035 MFP, M9040/9050 MFP, HP Color LaserJet CM3530 MFP, CM4540 MFP, CM4730 MFP, CM6030 MFP, CM6040 MFP; HP 9250C Digital Sender; HP Scanjet 7000n. Going forward, HP FutureSmart and OXP will be included with all new HP Enterprise printers, MFPs, and network scanners.
³ HP competitors can only offer comparable solutions support for their 2008 and later models.