

# PMC Commercial Trust brings printing in-house

HP solution enables fast rate-sheet updates, targeted marketing, nimble market response



“With the HP Color LaserJet 4700n Printer, PMC cost-efficiently creates attractive marketing documents in-house that use color effectively and can be easily updated and personalized to gain a better response from customers.”

–Kristi Lewis, Hospitality Marketing Assistant, PMC Commercial Trust, Dallas

**HP customer case study:** HP Color LaserJet 4700n Printer brings fast, cost-efficient, high-quality in-house printing to PMC Commercial Trust

**Industry:** Financial services

## **Objective:**

Bring color printing in-house for fast turnaround, frequent updates, flexibility, cost efficiency and reduced waste

## **Approach:**

Deploy HP Color LaserJet 4700n Printer with HP Print View Software

## **IT improvements:**

- Fast turnaround improves time to market
- Cost-efficient small runs enable personalization
- Crisp images, vibrant color improve document quality
- Operational efficiencies reduce time and materials waste

## **Business benefits:**

- Easy updates/industry-specific documents enhance customer communications
- Print View cost calculator supports data-driven decision making
- Improved documents speed loan processing
- High print quality enhances corporate image



In a financial-services industry roiled by market upheavals, PMC Commercial Trust of Dallas stands strong. Its secret? Run lean. Work smart. Reach customers. A key tool in this strategy is the HP Color LaserJet 4700n Printer with HP Print View Software. With this high-performance HP solution, PMC has brought production of its marketing materials in-house for faster turnaround, lower cost and more-effective customer communication.

“With the HP Color LaserJet 4700n Printer, I create a better print product, quickly and cost effectively,” says Kristi Lewis, PMC’s Hospitality Marketing Assistant.

## Customer solution at a glance

### Primary applications

Internal corporate communications (marketing and financial reports); marketing collateral (flyers, rate sheets, direct mail)

### Primary hardware

- HP Color LaserJet 4700n Printer
- HP LaserJet Printers

### Primary software

- HP Print View Software

### HP Services

- HP Care Pack

“The marketing representatives can personalize communications and thereby get a better customer response. Our HP tools give us a cost-efficient competitive advantage.”

PMC is a commercial lender that offers SBA Government Guaranteed as well as conventional loans to businesses ranging from hotels and gas stations to franchises and factories. Two business realities make a flexible, print-on-demand solution essential. One, interest rates are always changing; therefore rate sheets must be updated constantly. Two, different rates apply to different types of businesses; therefore rate sheets must be industry-specific or risk confusing the customer.

### The bad old days: slow turnaround, outdated materials and wasted paper

Before adopting its HP solution, PMC was sending its printing out to an Internet-based service. Standard turnaround was two weeks, with rush jobs taking a minimum of 48 hours at a premium price. Short runs were neither economically nor operationally feasible, making it impossible to target or personalize materials. High-volume printing also created waste; when PMC moved offices recently, workers found some 10,000 out-of-date rate sheets moldering in forgotten boxes.

To solve such problems, PMC at first acquired a non-HP printer that used thermal technology for wax-based color inks. The experience, Lewis says, was a nightmare; pages could not easily pass through a

copier to print black-and-white on the flip side. Then one day, someone loaded the wrong color into the machine and created a cleanup mess. PMC had enough. Already a fan of HP LaserJet Printers for black-and-white printing, it looked to HP for reliable, cost-efficient color.

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*“If you send a general rate sheet, people will call and try to get the best rate. But maybe that rate does not apply to their particular business; they’ll be confused and ultimately disappointed. With the HP Color LaserJet 4700n Printer, we can show them something made just for them.”*

Kristi Lewis, Hospitality Marketing Assistant, PMC Commercial Trust, Dallas

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“We wanted a great product at a great price,” Lewis recalls. “We already knew first-hand about HP quality and reliability, so it was natural to turn to HP for a color printing solution.”

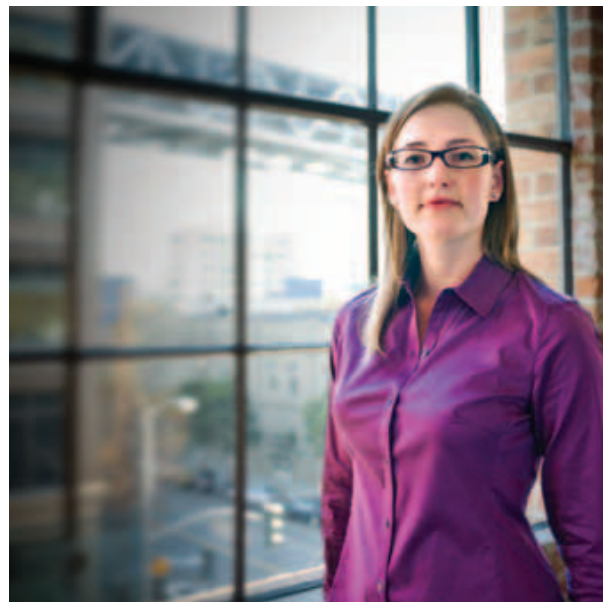
### In-house marketing muscle: the HP Color LaserJet 4700n Printer

The HP Color LaserJet 4700n Printer’s superb print quality, speed, ease of use and cost efficiency make in-house marketing a powerful reality. The device uses new HP ColorSphere print cartridges to produce brilliant high-gloss color out of the box; PMC uses HP glossy papers to maximize impact. Fast two-sided printing and flexible paper-handling options—



“With HP Print View Software and the HP Color LaserJet 4700n Printer, I can provide marketing representatives with a more-effective print product and justify it to management with specific cost data as well as business-performance results.”

Kristi Lewis, Hospitality Marketing Assistant, PMC Commercial Trust, Dallas



including advanced stapler/stacker capabilities—enhance office productivity. Simple, scalable printer management tools reduce cost and downtime. All of PMC’s HP printers have been workhorse-reliable, Lewis says—a performance record protected by high-quality HP Care Pack Service provided by HP Partner NovaCopy.

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*“With our in-house HP solution, I can stay at my desk and get everything done. I don’t need to drive to a copy shop or wait for outsourced delivery. What’s more, I don’t have to find storage space for extra documents.”*

Kristi Lewis, Hospitality Marketing Assistant, PMC Commercial Trust, Dallas

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PMC gets the most out of its HP Color LaserJet 4700n Printer by using HP Print View Software, which combines the capabilities of a print driver with real-time document print preview. HP Print View lets users change print settings and immediately see in the preview pane how those changes affect the document—eliminating the need to print multiple test drafts. What’s more, HP Print View provides a Print

Cost application that estimates price per page, allowing PMC to compare in-house printing costs with the outsourcing alternative. “PMC’s President is very cost-sensitive,” Lewis says. “HP Print View’s cost estimator gives me precise data to justify expenditures. Plus it’s very easy to use.” The exact cost savings per page, she adds, depends on the individual job, print volume and how much color is involved.

PMC still outsources some high-volume work, but its HP Color LaserJet 4700n Printer, however, has opened a whole new world of cost-efficient, print-on-demand marketing power. The HP Printer sits in a common area in front of the company mailboxes. Three people use it: Lewis, the Chief Financial Officer, and the President’s secretary. The CFO and the secretary run mainly marketing reports for board meetings and other internal communications. Since these documents include many graphs and bar charts, the printer’s crisp color is a big plus. Lewis herself creates a lot of customer-facing marketing material, such as single-sheet flyers, folded mass mailers, postcards and payment-coupon inserts. With the HP Color LaserJet 4700n Printer, marketing representatives can personalize these materials with their own names on

the document, requesting short runs of 20 to 25 copies. They also can print industry-specific rate sheets, and update them as soon as interest rates change.

"If you send a general rate sheet, people will call and try to get the best rate," Lewis explains. "But maybe that rate does not apply to their particular business; they'll be confused and ultimately disappointed. With the HP Color LaserJet 4700n Printer, we can show them something made just for them. We can even put the marketing person's name on the application, so when it comes in we know where it belongs and can process it quickly."

Lewis likes how the HP Color LaserJet 4700n Printer is simple to operate, tells her when it's running low on ink and gives her desktop control of the print environment. The device also supports PMC's environmental goals by reducing paper waste and storage needs; the next step is to implement the automatic duplexing option. The greatest benefit of all is competitive advantage to PMC as a business. Business Development Officers now can create specialized documents for particular shows or mailings, and respond quickly to market opportunities. Recently, Lewis recalls, one PMC rep had a sudden opportunity to gain SBA loan business by visiting other banks. With the HP Color LaserJet 4700n printer



readily available, he was able to produce high quality marketing materials on demand to present a sophisticated professional image.

"You can get an idea one day, and, with the HP Color LaserJet's flexibility and fast turnaround, get effective, color-enhanced documents in the mail the next day," Lewis says. "That's essential in this business. We have to strike while the iron is hot."

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

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4AA2-1339ENW, July 2008

