



“The speed of the HP Officejet Pro L7580 All-in-One is better than anything I’ve used before. It prints right away, and I’m just amazed with it—and again, the quality is what really just blows me away.”  
—Jim Wallace, Principal, Jim Wallace Insurance Agency

**HP customer case study:** How the HP Officejet Pro L7580 gives a small, growing insurance agency a competitive edge

**Industry:** Insurance

**Objective:**

- Professional, high-quality printing in a small, growing business served by a single, centralized national company

**Approach:**

- Adoption of a more advanced multifunction printer for higher quality printing—plus copying and scanning functions

**IT Improvements:**

- The powerful, easy-to-use HP Officejet Pro L7580 All-in-One

**Business Benefits:**

- Print quality, productivity and more are at all-time highs



**Insured—HP Officejet All-in-Ones’ benefits for small, growing businesses**

For over 20 years in Greenville, South Carolina, an expanding group of local residents have had their homes, automobiles and even lives insured by Jim Wallace and his small, growing business—Jim Wallace Insurance Agency. “I’ve been here at this location for almost 23 years now,” says Wallace.

**HP print quality—supporting good old-fashioned customer service**

As it turns out, HP quality has had a role in the ongoing success of Jim Wallace Insurance Agency throughout the years. And, to illustrate how, there’s no place to start like the present—and the presence of the insurance company’s latest HP printer—the HP Officejet Pro L7580 All-in-One.

"I have probably five printing devices in my office—three of them are supplied by the company and then I own two of my own," explains Wallace, "But the Officejet Pro is the one that I use most in my office, and I use it primarily for the printing of documents that I wish to keep and store. It's involved directly with the operation of my business."

### **Keeping in touch with agents and customers around the country, too**

As for business use of the HP Officejet Pro L7580 All-in-One, Wallace says, "I use it for printing (business) photos, and I use it for a lot of data. I use it for communications with probably 700 other agents throughout the company and through an online service we all use together." Thinking forward toward the future, "I'm also going to print a newsletter for business clients," adds Wallace, "and I'm looking forward to using it in that capacity."

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*"I've decided that HP is the better product, and for my office and for my own personal use, I would certainly recommend HP to anyone."*

Jim Wallace, Principal, Jim Wallace Insurance Agency

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### **The quality and speed today's small businesses need**

Compared to other printers he's used over the years, Wallace notices ongoing improvements in the overall print quality of the HP Officejet Pro L7580 All-in-One. "The print quality," he states, "is bar none. It's photo quality. When I ordered my cartridges and everything from HP, they sent me the 4"x6" media where you can do photo quality, and I found it (the print quality) amazing." As for using photos in his work, Wallace responds, "I do from time to time—and when I need those they work out really well."

As for print speed, Wallace is again impressed. "The speed of the HP Officejet Pro L7580 All-in-One is better than anything I've used before. It prints right away, and I'm just amazed with it—and again, the quality is what really just blows me away."

As for ink cartridges, Wallace is impressed with ease of installation and the cost savings. "It's like you open a door, pop one in and pop one out," he notes, "and they're very cost-effective thanks to the discounts I get ordering directly from HP."

"Sometimes," he notes, "I need to print documents that are 15 to 30 pages, and they're done very quickly—without problems."

### **HP: An easy choice from (and for) a long-time industry leader**

"I've looked at other products in the past," says Wallace, "But when I've looked for something that I knew would be reliable and that I knew would give me the quality that I needed, I've always stuck with HP."

When it comes to getting high-quality HP supplies and service, "I find it very easy just to pick up the phone, call HP and tell them what my product is," notes Wallace. "It's easy to change (print cartridges) — it tells you right on the front of the printer which one you need to replace."

And, as for recommending a versatile, small-business-focused print solution such as the HP Officejet Pro L7580 All-in-One to other growing companies, Wallace doesn't hesitate. "I've decided that HP is the better product, and for my office and for my own personal use, I would certainly recommend HP to anyone."

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