V.S.S.

"With the HP Officejet Pro All-in-One, I don't have to go to different locations to access each separate function. It's all combined in a robust, highly efficient printer with a small footprint that fits our limited office space."

—Bo Vallin, Owner, V.S.S., New York City, N.Y.

HP customer case study: Small IT consulting business finds HP Officejet Pro 8500 Premier All-in-One fits the bill

Industry: computer consulting

Objective:
Streamline operations and save space with cost-effective multifunction device delivering professional-quality output

Approach:
Deploy HP Officejet Pro 8500 Premier All-in-One printer

IT improvements:
- Speed and image quality rival color laser at lower cost
- Multifunction features eliminate need for multiple devices
- Ease of use enables employees to work independently
- Water-resistant inks deliver high-quality, durable output

Business benefits:
- Compact size accommodates space limits of small office
- Convenience of all functions in one space streamlines work
- Lower cost and energy consumption enhance profitability
- Time gained with improved productivity reallocated to customers

For several years, Bo Vallin printed his company's marketing material and office communications on a color laser printer—that is, until the HP Officejet Pro 8500 Premier All-in-One came on the scene. The device delivers print quality and speed that rival laser, he says, while its compact multifunction features simplify work and save precious space in his small office. Vallin owns V.S.S., a New York City consulting firm that helps retailers set up their computer systems. His three employees, he says, all now prefer the HP Officejet Pro 8500 Premier because it's robust, full featured and easy to use. What the employees might not think about is that the device also delivers professional color quality at high speeds with up to 50 percent lower cost per page[1] and lower purchase price than lasers. For tech-savvy Vallin, that kind of efficiency is a must.

Customer solution at a glance

"The Officejet Pro 8500 is a great printer," he says. "The ultimate for me is to have everything combined in a small footprint and work wirelessly so it's easy to connect to everyone's desktop and notebook PCs."

"Setting up my HP Officejet Pro All-in-One was simple. I expected it to be easy coming from HP, and it was."
Bo Vallin, Owner, V.S.S.

Small package, powerful punch

The HP Officejet Pro 8500 Premier All-in-One produces crisp color documents with great savings on cost per page and energy use than lasers. The device is network- and wireless-ready, making it easy for Vallin and his employees to use efficient digital workflows. Vallin also likes its speed; the HP Officejet Pro 8500 prints up to 35 ppm black and 34 ppm color[2]; laser comparable speeds up to 15 ppm black and 11 ppm color[3]. "It's so much faster than the older inkjets," he says. "You can get your work done quickly."

Vallin's printer sits in the building foyer where he and his employees can reach it easily. They use it to print high-quality flyers, brochures, business cards, reports, product information and customer presentations. Vallin appreciates the convenience of the device's two 250-page paper trays. He keeps one tray filled with HP Multipurpose Paper and loads the other tray with specialty papers for particular jobs. The printer's output, he says, is consistently high quality. "I create my company's marketing material and customer communications with confidence that I'm presenting a professional image of my business."

In the past, Vallin preferred laser printers because the output is resilient. That's no problem with the HP Officejet Pro 8500 Premier All-in-One; its new HP pigment inks are designed to resist water. Some 30 percent of V.S.S. printing is color. Vallin can save money by changing out only the individual pigment ink cartridges that need replacing. Automatic two-sided printing helps him save paper—another cost as well as environmental benefit.

"Having multiple functions all in one place just makes life so much easier. What's more, the HP Officejet Pro All-in-One is much faster than older inkjets, and the print quality rivals laser."
Bo Vallin, Owner, V.S.S.

One feature Vallin especially likes is the ability to scan documents, such as flyers and booklets, directly into the computer for archival storage. His customers use many makes and models of equipment, and he keeps information on them all. A separate scanner that was taking up precious space on his desk has been retired. He also no longer needs a separate copier or fax machine. What's more, even less technically inclined employees find the device simple to use, raising office productivity. "The business runs more efficiently because it's easy for everyone in the office to access every function," Vallin says. "Before, you had to deal with the computer, or they'd come ask me for help. Now it's a lot more self-serve. That's good for me because I get more work done. It's good for my customers because I have more time for them."

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[1]Majority of color laser AiOs < $600, June 2008, OJ Pro with highest-capacity cartridges. For details www.hp.com/go/officejet.

[2]After first page. For details see www.hp.com/go/inkjetprinter.

[3]Based on ppm measured using FDIS ISO/IEC 24734. Standard applies to inkjet and laser products and excludes first set of test documents. For details see www.hp.com/go/inkjetprinter.

This customer's results depended upon its unique business and IT environment, the way it used HP products and services and other factors. These results may not be typical; your results may vary.

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