

SLA and David Stephens

HP Officejet Pro 8500 Wireless All-in-One Printer combines low cost, high-quality color



SLA

“We used to use two different printers to do the same tasks that we now do with a single HP Officejet Pro 8500 Wireless All-in-One. It produces the professional quality essential in the fashion industry, while blending black-and-white and color printing at a competitive price.”

—David Stephens, novelist and SLA partner, London, England

HP customer case study: HP Officejet Pro 8500 Wireless All-in-One Printer outperforms mono laser, color inkjet for fashion industry consultant and novelist

Industry: fashion consulting and fiction writing

Objective:

Increase office efficiency while delivering high-quality customer communications

Approach:

Deploy HP Officejet Pro 8500 Wireless All-in-One Printer

IT improvements:

- Wireless connectivity enables mobility on printer trolley
- Direct network connection streamlines workflows
- Crisp, vibrant color satisfies quality needs
- Efficiency, speed, lower cost per page reduce expenses

Business benefits:

- Present professional image in image-conscious fashion industry
- Produce reports approximately two days, 15 to 20 percent faster
- Free partners' and associates' time for productive work
- Reduce energy and paper consumption



David Stephens maintains two successful careers, both of which require him to work efficiently and to present a highly professional image. As a partner in the fashion-consulting firm SLA, he works in an office of five business associates, all communicating with customers worldwide and sending out high-quality color reports. As a novelist with one book published and another on the way, he prints out manuscripts of his creative work. In the past, Stephens and his colleagues used two separate devices to accomplish all these tasks: a black-and-white mono laser printer and a color inkjet multifunction printer. Today a single device does it all—saving time and increasing office efficiency while reducing print costs and energy usage. That device is the HP Officejet Pro 8500 Wireless All-in-One Printer.

Customer solution at a glance

Primary applications

Customer reports and proposals, book manuscripts

Primary hardware

- HP Officejet Pro 8500 Wireless All-in-One Printer

"We're thinking of retiring the two older printers and replacing them with the HP Officejet Pro," Stephens says.

London-based SLA does market and product analysis for the fashion industry, producing proposals and reports that combine black-and-white text with color photos and fashion sketches. "Documents represent who we are and what we do, so they have to be of excellent quality," Stephens says. "The HP Officejet Pro delivers crisp, vibrant color that presents a professional image to our customers." With water-resistant pigment inks, the printer produces durable archive-quality documents. "A lot of our reports are read by people sitting around boardroom tables," he says. "We don't want them ruined by small spills."

"The HP Officejet Pro 8500 Wireless All-in-One gives us high-quality output, wireless mobility and the ability to archive and send documents in any format from a central repository—all at significant cost-cutting and energy-saving advantages."

David Stephens, novelist and SLA partner, London, England

SLA keeps its new HP Officejet Pro on a trolley, where any of the company's three partners or two associates may wheel it wherever needed. Linked wirelessly to the company network, the machine is easily moved and simple to command from its control panel—eliminating the extra step of working through a PC USB port. "We can use it in any office or meeting room," Stephens says. "All you have to do is plug it in and it's connected."

The printer is also cost-efficient, producing professional color documents for as little as half the cost of color laser printers¹ and up to 25 percent lower cost than

mono laser². And that's not even counting the cost of Stephens' time.

In the past, SLA used the mono laser printer to produce the text portion of its documents and the color inkjet to print photos and sketches. That meant preparing, printing and combining two separate files. Now they print just one file, completing jobs approximately 20 percent faster, shaving two or three days off a two-week production cycle, and using the partners' time more efficiently. "Our time is expensive, and we have just one secretary," Stephens says. "Completing jobs in one run instead of two cuts costs and frees us for more productive work." With the device's combined scan, fax, print and copy functions, SLA can receive and send documents anywhere in any format. In the Far East—including China, Hong Kong, Singapore and Malaysia—people tend to send more faxes than they do in the West. SLA receives these into a central folder which is automatically scanned for new files enabling them to be reviewed before being printed. "It saves printing a lot of rubbish," Stephens says, adding that SLA also saves paper with automatic duplexing. Another efficiency boost is that scans go directly to e-mail as JPEG files, where workers can import them into text documents working in the office or at home. These efficiencies support the environment as well as reducing costs; the printer uses as little as half the energy as color laser printers and up to 25 percent less energy than mono lasers³.

"We turn the lights off and we turn computers off when they're not in use," Stephens says. "We want to bring energy costs down and do as much as we can for the environment. The HP Officejet Pro 8500 is reliable, wakes up when needed, delivers high quality at fast speed, and combines multiple functions in a single solution."

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

²Majority of mono laser AiOs < \$400, June 2008, OJ Pro with highest-capacity cartridges. For details www.hp.com/go/officejet.

³Energy use based on HP testing using the ENERGY STAR® program's TEC test method criteria. For details www.hp.com/go/officejet.

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4AA2-5250ENW, June 2009

