HP Partner Link

Strengthen the relationship with your customers

Add short-term value, build long-term loyalty. **HP Partner Link** provides two programs that can help you develop new services for your customers that own HP PageWide XL and HP DesignJet printers.

The **HP Partner Link Pay-per-use Portal[1]** helps you manage usage-based contracts with the help of consolidated information provided by HP. Trigger your billing from information provided in automated usage reports and take advantage of increased efficiency to help develop strong long-term relationships with your customers.

The **HP Partner Link Alert Service[2]** enables your customers to automatically send you fulfillment requests for Original HP ink cartridges and printheads directly from the front panel of their HP DesignJet printers.

HP Partner Link Pay-per-use Portal[1]

Manage usage-based contracts with the help of consolidated information provided by HP

Through the HP Partner Link Pay-per-use Portal, gain remote access to a range of usage information. Choose the data that best meets your objectives in maintaining long-term contracts with your customers and take advantage of increased efficiency to enhance your customer relationships.

Delivers accurate information
- Provides reliable ink and media usage information by print category
- Enables custom reports sent by email as needed, when needed
- Allows customization of print categories

Provides a cost-effective service
- Sends device alerts every time a customer's printer stops working[3]
- Provides printer diagnostic information along with information about how to solve the issue[3]
- Provides preventive maintenance alerts that can help you deliver a high-quality service[4]
- Sends alerts every time an ink cartridge is running low of ink, or a printer is not connected[5]

Easy to implement and use
- Connects to HP PageWide XL series printers and the HP DesignJet T3500 Production Multifunction Printer without the HP Partner Link Data Collector
- Offers an easy online enrollment process and a user-friendly interface

The HP Partner Link Pay-per-use Portal—a secure application

The HP Partner Link Pay-per-use Portal provides a number of security features including:
- Job content is not sent to the cloud—only information related to the printer configuration, settings, and usage is sent in order to track how much is printed
- The HP Partner Link Pay-per-use Portal application only performs outgoing connections
- The data is sent using Port 443 and is also encrypted using 128-bit Advanced Encryption Standard (AES) Cipher Algorithm in Cipher Block Changing (CBC) mode; the data is stored in a dedicated server using SSL/TLS (Secure Sockets Layer/Transport Layer Security) with strong encryption algorithms, to help ensure the data cannot be viewed or modified by any third-party application

Easy customer and printer enrollment

1 Sales rep signs contract with end customer and informs admin

2 Admin enrolls customer and customer validates contact information and terms and conditions

3 Admin receives Account ID and Data Collector and sends them to the technician[6]

4 Technician connects the printer using the Account ID, either through the printer front panel,[4] or by installing the HP Data Collector in customer premises[5]
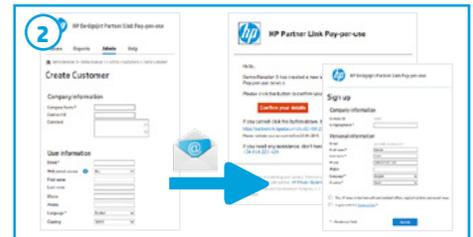
HP Partner Link Alert Service²

Help streamline ink purchasing and enhance customer relationships through the supplies replenishment experience

Enhance your relationship with your customers. By using this free Web service, your customers can automatically request Original HP ink cartridges and printheads directly from the front panel of their HP DesignJet printers. Install your own customized application on your customers' touchscreens and soon you can be receiving fulfillment request emails directly from your customers.

Capture the HP printing supplies stream

• Connect to the supplies stream for HP DesignJet printers

• Help your customers avoid disruptions due to a lack of supplies

Increase customer loyalty

• Become the convenient, one-stop source for repeat supplies purchases

• Help your customers manage ink stock levels

• Help your customers avoid rush charges—you can ship just in time, when needed

Design your customer experience

• Customize the customer touchscreen with your own application

• Receive fulfillment request emails directly from your customers

• Your customers can allow completely automatic requests

• Reduce confusion and errors—the printer knows which part numbers are needed

The HP Partner Link Alert Service informs certified service providers when customers encounter issues. Customers simply push the button on the HP Partner Link Alert Service application and diagnostic information from that moment is sent to the reseller who can then provide the appropriate support services.

How does the HP Partner Link Pay-per-use Portal work?
3 easy steps

Reseller and customer sign pay-per-use contract and register the printer in the HP Partner Link Pay-per-use Portal

- 3 to 5 year contract (commonly)
- Register customer and printer
- Set up reporting options

Reseller obtains the data needed to invoice customers

- Usage information by printer and customer
- Job reports

Reseller receives alerts to ensure a high quality service


- Ink and device alerts

How does the HP Partner Link Alert Service work?
3 easy steps

User prepares request on the printer front panel

- Alert or manual
- Check ink levels and usage statistics
- Send request

Reseller Company receives request via email
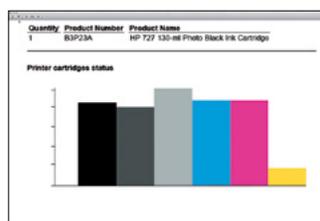
- Contact information
- Request
- Current levels
- Usage information

Reseller Company ships requested supplies

1   The HP Partner Link Pay-per-use Portal is currently available for the HP DesignJet T920 Printer series, HP DesignJet T930 Printer series, HP DesignJet T1500 Printer series, HP DesignJet T1530 Printer series, HP DesignJet T2500 Multifunction Printer series, HP DesignJet T2530 Multifunction Printer series, HP DesignJet T3500 Production MFP, HP DesignJet T7100 Printer, HP DesignJet T7200 Production Printer, HP DesignJet Z6200 Photo Production Printer, HP DesignJet Z6600 Production Printer, HP DesignJet Z6800 Photo Production Printer, HP PageWide XL 8000 Printer series, and HP PageWide XL 8000 Blueprinter. The HP Partner Link Pay-per-use Portal will support the HP PageWide XL 4500/4000 and 5000 Printer series and the HP PageWide XL 5000 Blueprinter as of January, 2016.
2   The HP Partner Link Alert Service front panel application is available on the following printers including PostScript versions: HP DesignJet T790 Printer series, HP DesignJet T795 Printer, HP DesignJet T920 Printer series, HP DesignJet T930 Printer series, HP DesignJet T1300 Printer, HP DesignJet T1500 Printer series, HP DesignJet T1530 Printer series, HP DesignJet T2300 Multifunction Printer series, HP DesignJet T2500 Multifunction Printer series, HP DesignJet T2530 Multifunction Printer series, HP DesignJet T3500 Production MFP, and HP DesignJet Z5400 PostScript® Printer.
3   Available only for supported HP PageWide XL series printers.
4   Available only for supported HP PageWide XL series printers and the HP DesignJet T3500 Production Multifunction Printer.
5   Available for all supported HP PageWide XL series printers and HP DesignJet printers.
6   All supported printers require the HP Partner Link Data Collector with the exception of the HP PageWide XL series printers and the HP DesignJet T3500 Production Multifunction Printer.
7   For HP PageWide XL series printers, go to the front panel > Connectivity; for the HP DesignJet T3500 Production Multifunction Printer, go to the front panel > Settings.

Learn more at
hp.com/go/Partnerlinkhome