

ALTernatives

Printing & Imaging News for ALT Customers

IN THE NEWS!

- June 2, 2009—HP launches *Power To Change*, a campaign that encourages personal computer users around the world to download a new desktop widget that tracks the cumulative energy savings associated with participants turning off idle PCs when not in use. The Power To Change widget is available for download by individuals and companies across the globe and is compatible with all PC computing platforms. With the widget, computer users worldwide can watch and explore the energy savings the campaign generates.
- May 18, 2009—Kyocera Mita America Launches New Wide Format Imaging System, Delivering Exceptional Performance and Value in Single Footprint. Ideally suited for professionals in industries such as architecture, engineering, education, government and construction, the new KM-4800w provides standard monochrome network printing, scanning and copying functionality for businesses that rely on large format documents as part of their operational workflow.
- ALT newsletter articles, promotions and raffles are also posted on altconnect.com.

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The A4 MFP

Will it become a little giant?



Today, end-users in the general office, accustomed to the attributes of an MFP, are often being asked a simple question: "How often do you print or copy a document on 11 x 17-inch paper?" Frequently the answer is either "rarely" or "never." The result? Increasingly, ledger-less A4 MFPs are finding their way into the workplace. Have looked into this opportunity for your workplace?



If not, it is an opportunity worth investigating. After all, according to market research firm IDC, in 2007 there were 1.58 million color and monochrome A4 laser MFP shipments in the U.S. market (at press time, IDC's 2008 shipment estimates were being finalized). Keith Kmetz, program vice president for IDC's Hardcopy Solutions and Services, says a comparison of the data and research for the A3 market (MFPs capable of producing 11 x 17-inch copies/prints) versus the A4 market reveals that many businesses are currently in a state of imbalance when it comes to their A3 usage and their A3 machines," he says. "And many don't know it."

While end-users may not be specifically thinking about the imbalance,

manufacturers are giving it plenty of thought. It appears that Hewlett-Packard Co. (HP) may have been the first to do so. Tom Codd, director of enterprise segment marketing for HP, describes the 45-page-per-minute (ppm) LaserJet 4345 A4 MFP, introduced about four years ago, as the product that "disrupted" the market. "We took a step back and said,

'We're going to design a product from the ground up for the way people actually use multifunction devices,' he says. "Through our research, we immediately found that people do not print a lot of A3 (11 x 17-inch documents) in the workplace. It is typically less than 5 percent. I've heard numbers as low as 3 percent of the pages in the U.S. are 11 x 17."

HP's Codd says his company recommends a three-step approach to implementing A4 MFPs. The first step, is to optimize the customer's infrastructure by striving to get their printing assets under control. The next step, says Codd, is to help

the customer manage the print environment, once the customer's infrastructure has been optimized and the new recommended printer fleet, which includes A4 MFPs, has been installed. Such tools as WebJet Admin and the HP Universal Print Driver facilitate print management. Finally, recommends Codd, software-based solutions can be recommended and installed that provide for the improvement of the customer's business processes and information workflow. By providing the customer such a solution, they will have a "higher level of service than the competitor down the street,"

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he says. "So, they can generate more revenue because they are more efficient and can turn things around

more quickly."

Codd emphasizes that A4 MFPs are ideal in most organizations striving to optimize their printing infrastructure.

Written By Brent Hoskins, Business Technology Association. Printed in Office Technology Magazine, January 2009. Modified by LRC Marketing Group.

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Ren Xia Zhi

For exceptional service for over 15 years!!

Working closely with customer service, Ren has done an outstanding job making sure that customers get the right product on time, EVERY time.

Thanks Ren!

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In the Spotlight



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Reach new heights with the M4345 and M3035 MFP series. These powerful, scalable, and easy-to-use workgroup MFPs combine print, copy, digital send, and advanced paper handling into one cost-effective device. **Accomplish more in less time.** Attain printing and copying speeds as fast as 35 ppm for the M3035 and 45ppm for the M4345 and a quick first page out with Instant-on Technology. Get consistently great-looking output with a choice of HP FastRes 1200 for speedy day-to-day printing or HP ProRes 1200 for true 1200 by 1200 dpi for those extra critical jobs where only the best will do.

- **Boost workgroup efforts and easily integrate documents into office workflows.** These MFPs come standard with send-to-e-mail and network folder capability, as well as network authentication, and LDAP support. The HP Digital Sending Software (DSS) 4.31 lets you send documents to ftp sites and fax services, including LAN fax, Internet fax, and Windows® 2000/XP fax services.
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Combine all this with HP's rock solid reputation and you've got yourself a powerful printing and imaging solution.

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