Simplifying specialised printing needs

HP has launched three new vertical solutions for customers in the retail and financial services industries located in Europe, Middle East and Africa (EMEA).

Based on specific industry needs, the offerings aim to optimise infrastructure, streamline information workflows, manage print environments and reduce costs.

There is a tremendous growth opportunity in enterprise printing with the overall market opportunity for enterprise imaging and printing solutions estimated at $121 billion globally[1]. As part of this opportunity, vertical customer segments represent a significant page growth opportunity for HP and initial solutions for these markets include:
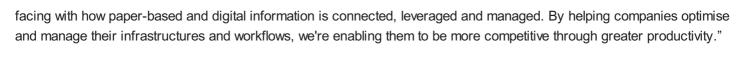
- **HP Retail Marketing Automation Solution:** Designed for large retail outlets, this solution aims to transform the manual, labour-intensive in-store promotion and communication process into an industrial, automated one, allowing for quicker time to market. Offering software, hardware and services, it allows easy and cost-effective production of in-store signage, flyers, shelf labels, coupons and catalogues while reducing the cost for external ad agencies and execution failures. The solution is now available in Germany, France, Spain, Benelux and the UK.

- **HP Compliant Document Capture for Financial Services Solution:** The product is geared to help financial institutions streamline critical document workflows while simultaneously providing the increased document security, audit trails and archival capabilities required by industry regulations. Including hardware, software and services, the solution enables compliance with the "Markets in Financial Instruments Directive" (MiFID), which requires financial services firms operating within the European Union and the European Economic Area to maintain for five years all transaction records relating to any securities transaction in a non-rewritable and non-erasable format. The solution is now available in EMEA.

In addition to these solutions, HP has introduced a new handheld all-in-one to simplify logistical operations in the manufacturing and distribution industries:

- **The HP Handheld sp400 All-in-One** integrates a 2D imager inkjet printer and wireless communication. Industries such as transportation/ logistics, manufacturing and retail can simplify their workflow and operations with the portable, easy-to-use and high-performance printing solution that applies an image directly to packaging or other surface, eliminating the cost and time needed for labelling operations. The HP Handheld sp400 All-in-One will be available in the EMEA region from the second half of 2008.

"The enterprise printing industry is evolving beyond paper," said Jan Riecher, vice president, Commercial Enterprise, Imaging and Printing Group, HP EMEA. "We recognise the unique challenges and opportunities enterprise customers are

facing with how paper-based and digital information is connected, leveraged and managed. By helping companies optimise and manage their infrastructures and workflows, we're enabling them to be more competitive through greater productivity."

[1] *Source: HP internal research.*

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