

AMERICAS
INNOVATION FOR
SUSTAINABLE IMPACT

SUSTAINABLE PRINTING AT HOME AND WORK

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REINVENTING PRINT

TRENDS & INNOVATION

GREAT PROGRESS

PRINTING SUSTAINABLY

TRENDS DRIVING PRINT

ONE LIFE



SMART



SECURE



SUSTAINABILITY



AS-A-SERVICE



PERSONALIZATION



THE POWER OF PRINT

REINVENTING THE PRINT EXPERIENCE



DESIGN AND
EXPERIENCE



NEW CATEGORIES AND
BUSINESS MODELS



RELEVANT
INNOVATIONS

Instant Ink, Ink Tank, Continuous Toner

WHY PEOPLE PRINT

MANAGE



ORGANIZE – OPTIMIZE
ARCHIVE – COMMUNICATE

GROW



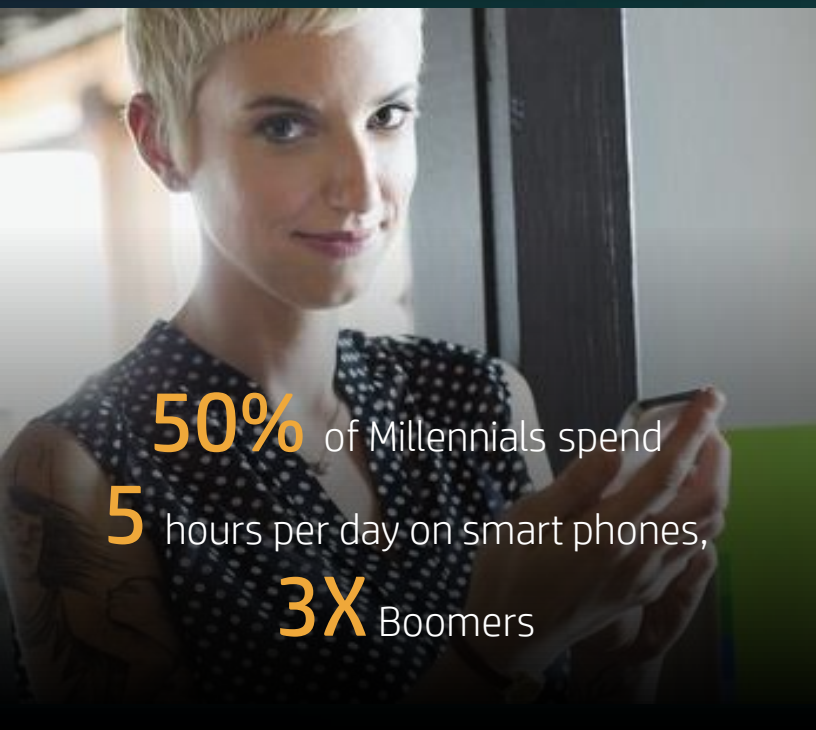
LEARN – TEACH
RESEARCH – REVIEW

CREATE



CAPTURE – PERSONALIZE
SHARE – IMPRESS

WORKFORCE



50% of Millennials spend
5 hours per day on smart phones,
3X Boomers

DIGITAL NATIVES
DOING GOOD
DYNAMIC TALENT POOL

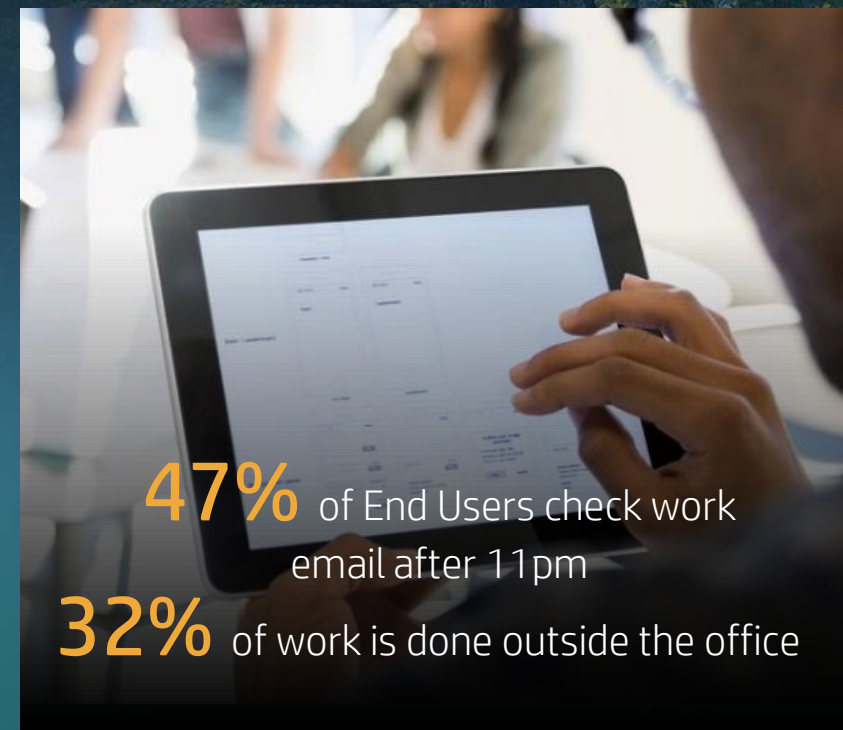
WORKPLACE



62% of people working from
more than one location.
Office space has reduced by **40%**
in the past decade

ON-THE-GO / MOBILE
SHARED SPACES
MORE VULNERABLE

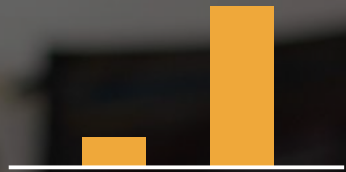
WORKSTYLE



47% of End Users check work
email after 11pm
32% of work is done outside the office

ALWAYS-ON / CLOUD CENTRIC
HIGHLY COLLABORATIVE
ONE LIFE

WHY ORIGINALS?



4X
SERVICE
CALLS



ALMOST
HALF OF ALL
IMITATIONS FAIL



100%
HAD PROBLEMS
WHEN TESTED

BUSINESS IMPACT

CASE STUDY



“Service calls due to defective toners have dropped by 85% with Original HP Supplies. We’ve also seen a 34% reduction in overall service calls and \$80,000 in savings.”

Tom Senecal, CEO, Lasers Resource

AMERICAS
INNOVATION FOR
SUSTAINABLE IMPACT

THANK YOU

