



# PRINT FOCUS SESSION

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# Fierce without Footprint!

Introducing HP's smallest and lowest priced enterprise and managed devices.





# HP 400 Series LaserJet Enterprise and Managed portfolio at-a-glance

	Mono SFP	Mono MFP	Color SFP	Color MFP
Managed	<p>HP LaserJet Managed E40040dn</p> 	<p>HP LaserJet Managed MFP E42540f</p> 	<p>HP Color LaserJet Managed E45028dn</p> 	<p>HP Color LaserJet Managed MFP E47528f</p> 
Enterprise	<p>HP LaserJet Enterprise M406dn</p> 	<p>HP LaserJet Enterprise MFP M430f</p> 	<p>HP Color LaserJet Enterprise M455dn</p> 	<p>HP Color LaserJet Enterprise MFP M480f</p> 



# Enterprise 400 series Value Proposition

Delivering an Enterprise and Managed class experience in a compact design and attractive price point.



## Fleet Uptime and Consistency/ Low Service Costs

- Reliable and efficient, HP's low HW cost, entry-level Enterprise and Managed LaserJet device
- FutureSmart support: keep your printers useful, secure and productive- today and tomorrow
- Easily deploy and manage your Enterprise fleet with HP Web JetAdmin (Advanced support)
- Managed specific supplies\*
- Smart Device Services for better remote diagnosis and repair\*
- Easy Preflight Setup \*



## World's Most Secure Printers

- **Full security features** with latest improvements from FS4 to FS5
  - HP Sure Start w/self-healing
  - Whitelisting
  - Run-time intrusion detection w/self-healing
  - HP Connection Inspector w/self-healing
  - Secure by default
  - TPM
- HP JetAdvantage Security Manager
- Simple integration with SIEM tools



## Enhanced Productivity and Solutions

- **HP and partner OXP solutions extensibility**
  - HP Access Control
  - 3rd Party Partner Solutions
    - Safecom, Equitrac, SecureJet, PaperCut, etc
  - HP Card Reader Support
- **Built-in Scan to and Print from Cloud Storage apps.**
- One Drive, Google Drive, Box, DropBox
- **Multituser Experience.** (Multitasking capabilities (ie. Print, Scan, Fax, etc))
- Out of the box PIN printing.
- Optional Wireless/BLE/NFC accy.



## Environmental Partnership

- Accessibility Kit and Accessibility Assistant compatible (MFP only)
- Approximately ½ the size of its competitors
- Duplex enabled by default to reduce paper usage and environmental impact
- Among the leaders in TEC energy efficiency
- Eliminate paper waste from abandoned print jobs with *ROAM enabled*
- EnergyStar 3.0



# 400 Series Mono MFP Experience Line-Up



## HP LaserJet Pro M428fdn

### Core Features

- PPM: 42/40 (Ltr/A4) HP High Speed
- FPOT: As fast as 6.1sec
- Display: 2.7" Color touchscreen
- ADF: 50-sheet (eDuplex scanning)
- RMPV: 750-4,000 pages per month
- Input Capacity (std/max): 350/900
- Memory: RAM: 512 MB ; Storage: Opt. 16GB+ USB Thumbdrive
- Locking tray guides: No

### Security

- Best in class security: designed to detect and protect

### Workflow/Solutions

- Basic scan to / print from cloud apps from Control panel (ie. Google Drive, Dropbox, etc)
- Pin printing via optional Thumbdrive
- Mobile printing via AirPrint, GCP 2.0, Mopria
- SmartTasks; Quickset Shortcuts

### Manageability

- HP Web JetAdmin – Pro level capabilities
- HP Security Manager – Pro level capabilities

**Optional Accessories:** 550-sheet feeder tray



## HP LaserJet Enterprise MFP M430f

### Core Features

- + [FutureSmart 5; Keep your printer secure and productive](#)
- PPM: 42/40 (Ltr/A4) HP High Speed
- FPOT: As fast as 6.1 sec
- + [Display: 4.3" Color touchscreen](#)
- ADF: 50-sheet (eDuplex scanning)
- RMPV: 750-4,000 pages per month
- Input Capacity (std/max): 350/900
- + [Memory: RAM: 2 GB; Storage: 8 GB eMMC](#)
- Locking tray guides: No

### Security

- + [World's most Secure Printer: designed to detect, protect, and self-heal](#)

### Workflow/Solutions

- + [HP and 3rd party OXPd extensibility support](#)
- + [HP Card Reader Support via accy](#)
- + [Embedded on device PIN printing \(out of the box\)](#)
- Basic scan-to/Print-from Cloud Apps (TBD)
- Mobile printing via AirPrint, GCP 2.0, Mopria
- Quicksets Shortcuts

### Manageability

- + HP Web JetAdmin – [Consistent Enterprise level capabilities](#)
- + HP Security Manager – [Consistent Enterprise level capabilities](#)

**Optional Accessories:** 550-sheet optional feeder tray, [Serpent 2 for wireless](#), [RadBeacon for BLE](#), [Card reader](#), [508 Accessibility kit](#)



## HP LaserJet Managed MFP E42540f

### Core Features

- FutureSmart 5; Keep your printer secure and productive
- PPM: 42/40 (Ltr/A4) HP High Speed
- FPOT: As fast as 6.1 sec
- Display: 4.3" Color touchscreen
- ADF: 50-sheet (eDuplex scanning)
- RMPV: 750-4,000 pages per month
- Input Capacity (std/max): 350/900
- Memory: RAM: 2 GB; Storage: 8 GB eMMC
- + Locking tray guides: [Yes](#)

### Smart Device Services

- + [Diagnose before dispatch; Remote remediation; On Demand training; Supplies Management; Collect and Identify missing printers](#)

### Security

- World's most Secure Printer: designed to detect, protect, and self-heal

### Workflow/Solutions

- HP and 3rd party OXPd extensibility support
- HP Card Reader Support via accy
- Embedded on device PIN printing (out of the box)
- Basic scan-to/Print-from Cloud Apps (TBD)
- Mobile printing via AirPrint, GCP 2.0, Mopria
- Quicksets Shortcuts

### Manageability

- HP Web JetAdmin – Enterprise level capabilities
- HP Security Manager – Enterprise level capabilities

**Optional Accessories:** 550-sheet optional feeder tray, [Serpent 2 for wireless](#), [RadBeacon for BLE](#), [Card reader](#), [508 Accessibility kit](#)



# New 400 series Supplies Strategy

## Current 400 series PRO

● M404/M428

●●● M454 / M479

## NEW 400 series ENTERPRISE

● M406 / M430

●●● M455 / M480

## NEW 400 series MANAGED

● E40040 / E42540

●●● E45028 / E47528

## SHARED SUPPLIES: HP 59/ HP 415



● 10,000 pages

● 7,500 pages

●●● 6,000 pages

## DEDICATED MANAGED SUPPLIES



● 11,500 pages

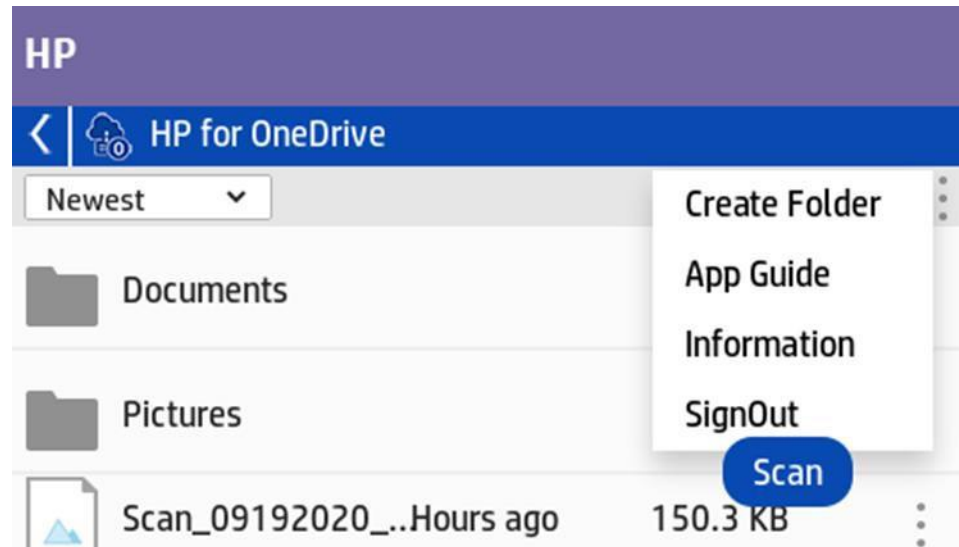
● 8,600 pages

●●● 6,900 pages



# Web Apps for 400 series: **CONNECT TO CLOUD STORAGE**

Send scans to a repository and access stored documents right from the MFP touchscreen



## Available Apps:

- HP for OneDrive® (SE)
- HP for OneDrive Business (SE)
- HP for SharePoint® Online (SE)
- HP for Google Drive™ (SE)
- HP for Box (SE)
- HP for Dropbox (SE)

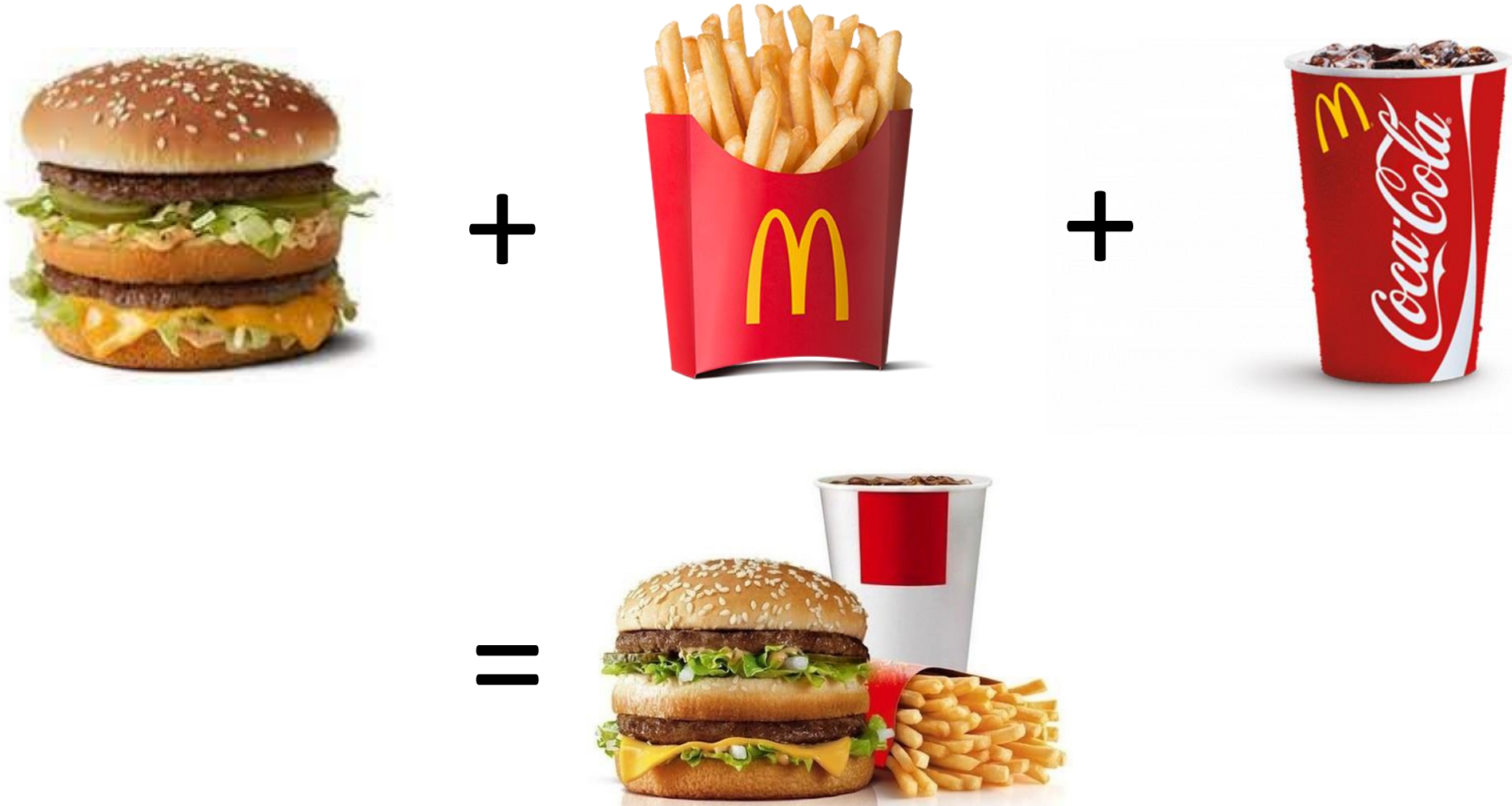
## Only available via MPS partners (dMPS and cMPS)

Apps are called “Special Edition (SE)” to distinguish from apps for Workpath compatible devices  
Functionality is the same as the similar 6 Workpath Apps (adjusted for 4.3” screen size)  
Apps are managed & invoiced with HP Command Center (CC). Partner price: \$2 / device / month  
HP CC Access is only for MPS partners that are Workpath trained  
HP Workpath Apps are not supported on Ballparks.





# Let's make an analogy with





# Selling an HP Enterprise device

Many Enterprise customers are using some form of “Pull Print” solution. These solutions require an authentication method. So why not offer them.....



HP Access  
Control

HP Advance

myQ



Y-SOFT  
SAFEQ

OptimiDoc

PaperCut

Safe Com

EVERYONE  
Print

LRS



HP Universal card reader

# Ballparks Accessories

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## MFPs: Busch/Camden

CF404A	HP LaserJet 550-sheet Feeder Tray (Camden)
D9P29A	HP LaserJet 550-sheet Feeder Tray (Busch)
<b>3JN69A</b>	<b>HP JetDirect 3100w BLE/NFC/Wireless Accy</b>
8FP31A	HP Jetdirect LAN Accessory
2MU47A	HP Accessibility Assistant
2TD64A	HP Accessibility Kit, includes HP prop handle for ADF lid, accessible keyboard, braille adhesives
B5L31A	HP Foreign Interface Harness
4QL32A	HP Legic Reader
X3D03A	HP USB Universal Card Reader
Y7C05A	HP HIP2 Keystroke Reader
CC543B	HP SmartCard NIPRNet Solution for US Government
<u>8ZN00A</u>	<u>HIP2 Card Reader Accessory Kit</u>

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## SFPs: Wrigley/Fenway

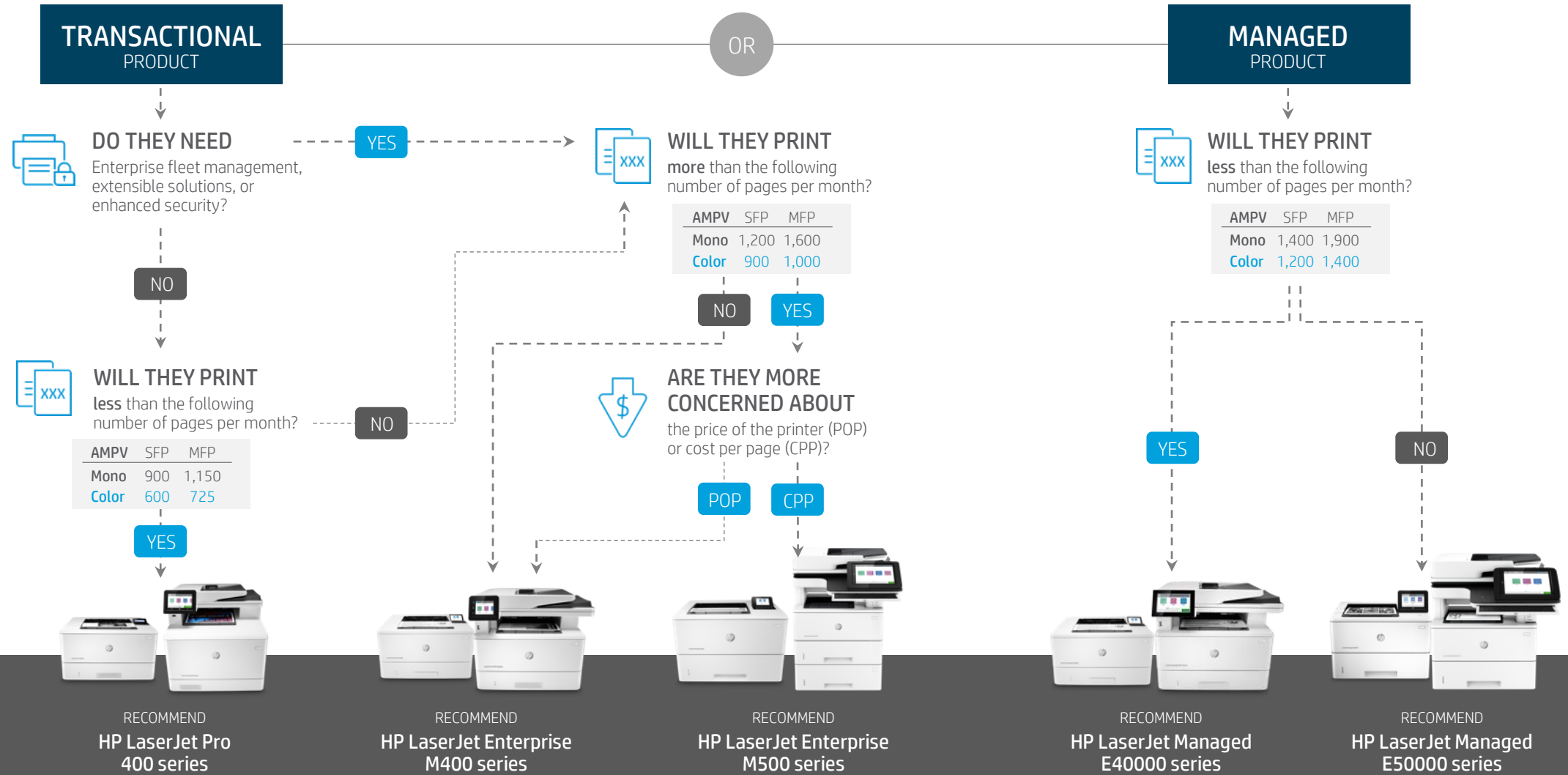
CF404A	HP LaserJet 550-sheet Feeder Tray (Fenway)
D9P29A	HP LaserJet 550-sheet Feeder Tray (Wrigley)
3JN69A	HP JetDirect 3100w BLE/NFC/Wireless Accy
8FP31A	HP Jetdirect LAN Accessory
4QL32A	HP Legic Reader
X3D03A	HP USB Universal Card Reader
Y7C05A	HP HIP2 Keystroke Reader
CC543B	HP SmartCard NIPRNet Solution for US Government
<u>8ZN00A</u>	<u>HIP2 Card Reader Accessory Kit</u>

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**Note:** No HIP pocket; X3D03A, Y7C05A, and 4QL32A require the HIP2 Card Reader Accessory Kit, 8ZN00A



# IS YOUR CUSTOMER INTERESTED IN A





# Office Print Solutions

Amanda Van der Linde



# What's NEW..



This new ERP comes with new rules on the selection of mode of transportation (SEA or AIR) for our shipments :

- CBNs are migrated to Sales Contract IDs...
- There is NO hard lock between a Sales Contract ID and a mode of transportation (SEA or AIR)!
- But depending on the requested delivery date, the system automatically selects the relevant mode of transportation (SEA or AIR).

It has been decided that :

- Channel/Transactional OPS & HPS are to be by default with SEA (whatever the requested delivery date);
- But exceptionally, OPS may be requested with AIR; below are the steps to follow for the Air exception

Partners actions for OPS Air exception:

1. Always ask for approval from the Category ACMs (Van Der Linde, Amanda <[amanda.van.der.linde@hp.com](mailto:amanda.van.der.linde@hp.com)>) before submitting any order intended for AIR.
2. Refrain from ordering until approval granted by the category ACM
3. Always place the approved order with "**AIR APPROVAL GRANTED**" (this comment should be in those exact words ) in Customer Comments on EDI/SEDI
  - If the above comment is not added on the order HP will not be at fault for shipping the order via SEA instead of AIR
4. Once order is placed please send a heads up mail to your customer Operations Specialist and your AOM ([@Nhlengethwa, zama Michelle](#)) with a mandatory attachment of the approval from the Category ACM.

# OPS Q3 Objectives & Deadlines

## OPS

- Timely order placement, deadlines to be shared.
- Set strong foundation for Q3
- A4 SMB – especially on Mono side, allocation still more prominent on Colour SKUs.

## OBJECTIVES

400 Series both Pro and Enterprise = Market Share Drive

Maintaining Sustainable MS





# HPS Break Away Session

Jane Geypen  
1<sup>st</sup> April 2021

# New LJ Mono NPI Introductions

Mono SF / MFP

M211d/dw

M236sdw





# LaserJet 200 series

Super capable. Super compact.





# Redesigned for a modern workstyle

A high-productivity, high-quality compact MFP with the fastest two-sided printing in its class and the time-saving HP Smart app to print and scan anywhere.<sup>1,2</sup>

Count on more reliable connections with dual-band Wi-Fi with self-reset, and a worry-free experience with strong security, simplified setup, and intuitive controls.<sup>3</sup>





## Why buy?



Fastest two-sided printing in its class



Stay productive from anywhere



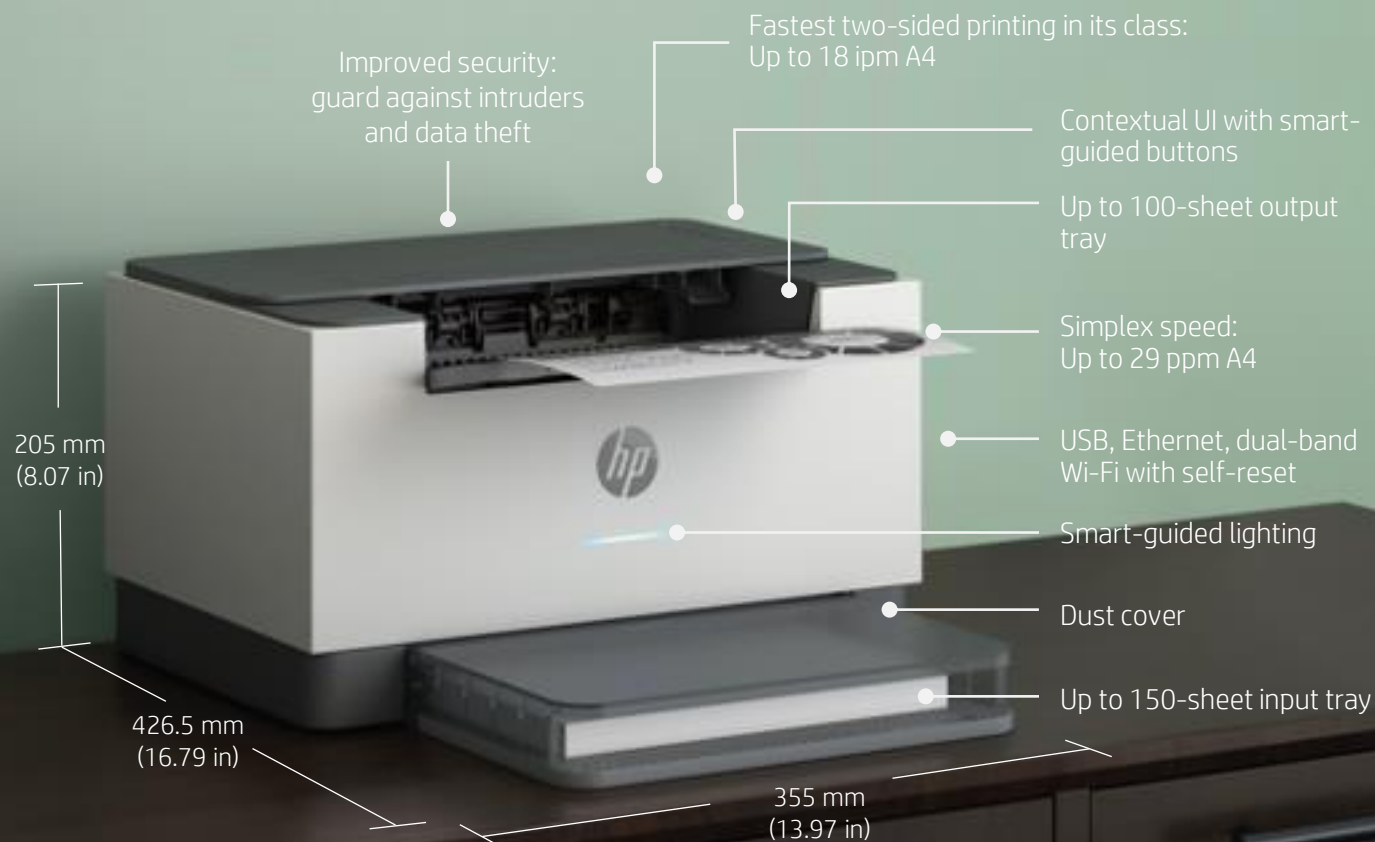
Easy to set up, easy to use



Help make a positive impact on the environment



# LaserJet 200 M211dw

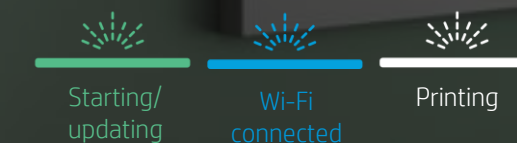


## HP Smart app

- Easy, fast setup from smartphone, PC, or tablet<sup>1</sup>
- Remote scan and copy<sup>1</sup>
- Create custom Shortcuts<sup>1</sup>
- Easily connect other devices
- Send secure mobile fax (free for a limited time)<sup>1</sup>
- Print securely, virtually everywhere

## Light-bar indicator

Light-bar color changes to indicate the printer status





# LaserJet 200 M236dw

Icon LCD and  
Contextual UI with  
smart-guided  
buttons

Flatbed  
scanner

Fastest two-sided printing in its class:  
Up to 18 ipm A4

Improved security: guard against  
intruders and data theft

USB, Ethernet, dual-band  
Wi-Fi with self-reset

Up to 100-sheet output tray

Simplex speed:  
Up to 29 ppm A4

Smart-guided lighting

Dust cover

Up to 150-sheet input  
tray

241.3 mm  
(9.50 in)

433.6 mm  
(17.07 in)

368 mm  
(14.48 in)



## HP Smart app

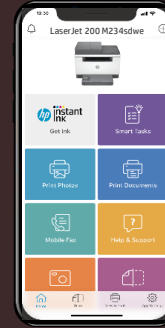
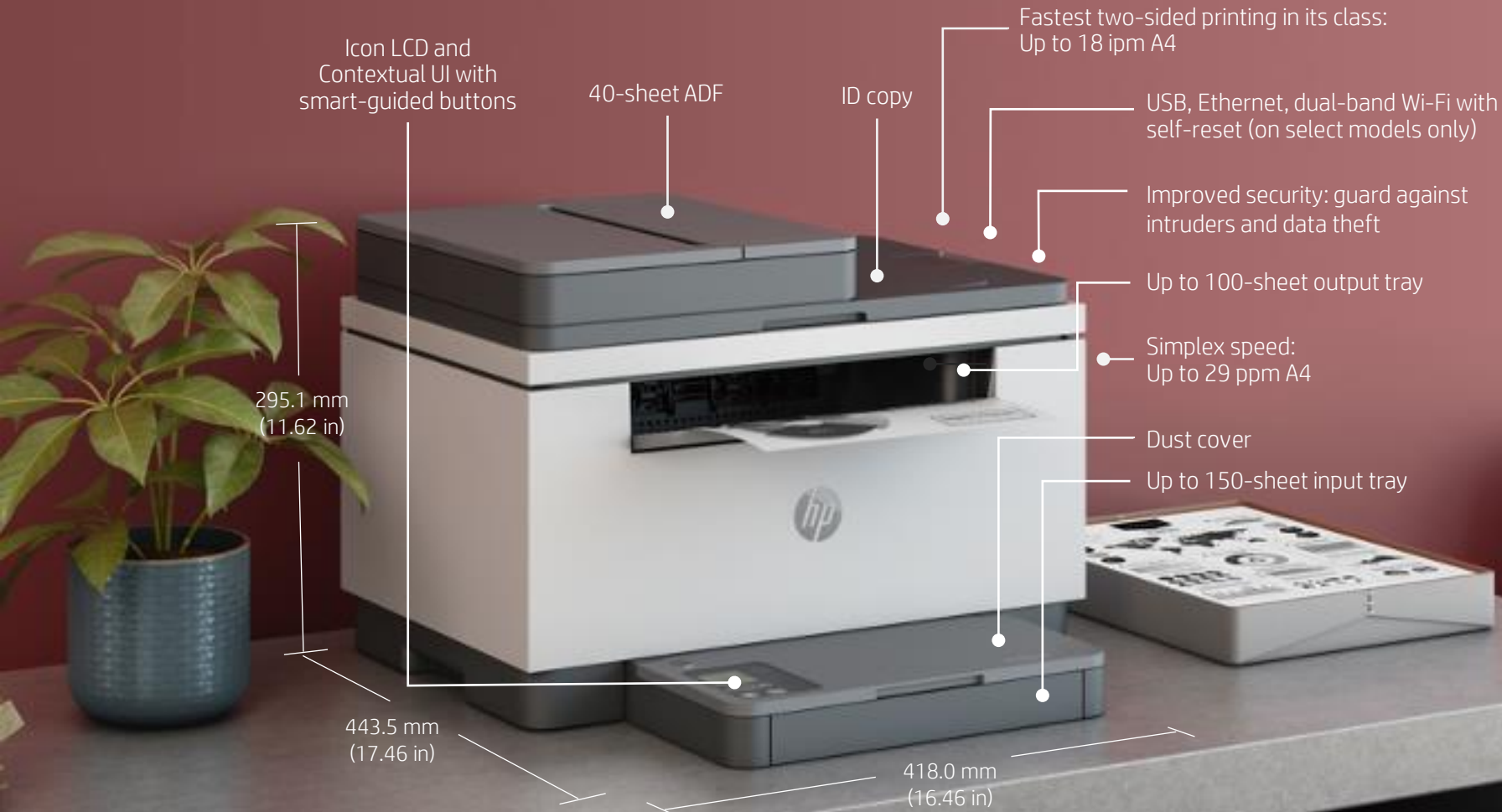
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## Light-bar indicator

Light-bar color changes to indicate the printer status



# LaserJet 200 M236sdw



## HP Smart app

- Easy, fast setup from smartphone, PC, or tablet<sup>1</sup>
- Remote scan and copy<sup>1</sup>
- Create custom Shortcuts<sup>1</sup>
- Easily connect other devices
- Send secure mobile fax (free for a limited time)<sup>1</sup>
- Print securely, virtually everywhere





# LaserJet 200 series lineup



	LaserJet M211dw	LaserJet MFP M236dw	LaserJet MFP M236sdw
Positioning	Super capable. Super compact.	Super versatile. Super compact.	Super productive. Super compact.
Best for	Regular, high-performance black-and-white printing	Regular, high-performance black-and-white printing and scanning	Regular, high-performance black-and-white printing with fast copy/scan
Industrial design		Modern compact	
User interface	LED button control panel plus smart-guided lighting		Contextual user interface
Productivity	Fast, two-sided printing	Fast, two-sided printing; flatbed scanner	Fast, two-sided printing; 40-sheet auto document feeder
Connectivity	USB, Ethernet, dual-band Wi-Fi with self-reset + BTLE (wired or wireless version of each model)		
Security	Always-on protective monitoring, secure mobile printing		



# Closing Summary for HPS

## Q321 Product Priorities:

- CISS
- CTSS
- New LJ NPI M211 / M236

## Q321 Takeaway Actions:

- Orders to be loaded by 9th April latest.
- Ensure correct options are ordered to avoid unnecessary shipping delays.
- MDF activities have to be linked to priority products (CISS / CTSS)
- Clear aged inventory

## Q221 Immediate change:

- No new upfront stocking OPG's





Thank You

