HP Business Transformation Solution for Offset Houses

Grow your print business with an HP Indigo 12000 Digital Press solution

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The HP Business Transformation Solution provides you with the skills, software and know-how that you need to be able to transform your commercial print business, and quickly take full advantage of the digital era.

Investing in a HP Indigo 12000 Digital Press is more than a standard product purchase; it opens new business opportunities and sets the path for growth. The HP Business Transformation Solution focuses on three specific areas of transformation: cost savings, revenue growth, and customer loyalty. By combining them, you can unleash the full potential of your HP Indigo 12000 Digital Press faster than ever, enhancing press performance, customer satisfaction and profitability.

Key benefits of the HP Business Transformation Solution:
• Shorten the time you need to uncover your HP Indigo full potential
• Decrease your production costs and storage up to 50% and waste up to 5% by automating production tasks and taking full advantage of your digital press operation
• Open new possibilities and understand how to target new digital business opportunities
• Delight your customers by reducing turnaround times by up to 50%
• Taking advantage of digital color consistency and better machine integration with your existing environment

Focus on costs

This solution provides you with the critical skills, software and assistance needed to decrease your print shop labor and storage costs up to 50% and your waste up to 5%.

In this package you can benefit from:
• Account Service Manager
• Enfocus EPM preflight software
• HP Direct-To-Finish software
• Premium Production support

The **Account Service Manager**, ASM, will manage your Business Transformation Solution Project. The ASM is a highly experienced and dedicated services professional with end-to-end perspective to trigger your continuous performance improvement and monitor your progress.

The **Enfocus EPM preflight software** helps you automatically evaluate and sort which jobs qualify for Enhanced Productivity Mode (EPM) or traditional CMYK printing, preflighting printready PDF files, and routing the jobs to EPM-specific and non-EPM specific hot folders.

This software solution allows you to:
• Increase revenues by shifting more print volume to EPM
• Save time by automatically sorting files suitable for EPM mode printing
• Reduce costs by avoiding manual touch points
• Optimize your manufacturing processes with standardized production methods

The **HP Direct-To-Finish license** automates your production flow between the HP indigo Digital Press and the (JDF compatible) finishing device. The implementation of HP Direct-To-Finish will eliminate costly errors and reduce waste while enabling faster turnaround times. Remote training and installation are included.

The **Premium production support** ensures that your HP Indigo 12000 Digital Press is performing at the highest-level, HP offers a suite of premium production support services customized to your business needs including onsite training and best practices for all your operators so they are able to:
• Follow maintenance and troubleshooting best practices
• Maximize consumables utilization
• Manage the press environment and whole production process in a lean and efficient manner

Focus on revenue

The revenue focus of the HP Business Transformation Solution provides you critical tools to open new possibilities and to target new digital business opportunities:
• Kick off and closure sessions
• HP SmartStream Designer license, HP Mosaic
• "Building your digital business" training
• Substrates training
• Ramping Up Together Program

The **Kick Off** session will mark the beginning of the deployment of the project; onboarding the technical and business teams for one day and mixing inspirational presentations and brainstorming sessions to set the scene for digital transformation.

The **HP SmartStream Designer license** helps you enter the variable data printing world smoothly by increasing productivity and efficiency across your printing production operation.

It enables you to:
• Personalize any print job's images, text, and colors, creating virtually unlimited variations of the design to maximize impact
• Create seasonal messaging, market test designs, on-package offers, customized and personalized products, and multiple language editions. These are just a few examples of the daily growing need for versioned and multi-SKU printing
• Offer anti-copy variable codes to make counterfeiting harder, as well as offer your customers a high-end, high-quality brand protection solution
• Integrate with third-party solutions to create greater engagement with prospects

HP SmartStream Mosaic is a design technology software provided with HP SmartStream Designer that enables the creation of hundreds, thousands, and even millions of one-of-a-kind designs, generated from a fixed number of base patterns, using scaling, transposition, and rotation, to create a memorable customer experience. Learn how to use it through a webinar practical session!

"Building your digital business" is a workshop part of the HP Advantage Program aiming at educating your sales and marketing staff to fully understand and capitalize on the unique business opportunities of your HP Indigo digital press. This workshop provides insight on how to move from a price-based discussion with the customer to a value based one and how to engage with the right people, at the right time to initiate a successful digital conversation. This very interactive and hands-on workshop will raise your sales capabilities.

The **Substrates training** is an onsite training session to prepare your operation for the vast range of medias available with your HP Indigo 12000 Digital Press. It covers how to complement the value of digital prints with sensory experiences, how to use media more efficiently, best substrate practices, and discussions about local suppliers and options.

The **Ramping Up Together Program** is aligned with the aim of the HP Business Transformation Solution: accelerate the learning curve while ensuring the digital adoption thanks to a set of tools, trainings, workshops and reviews delivered within a 12-month timeframe. This Program incentivizes you through click packages refund when reaching monthly targets of total printing impressions.

Focus on loyalty

The loyalty focus of the HP Business Transformation Solution provides you with the critical elements you need to impress and delight your customers. By implementing it, you will be able to reduce overtimes and turnaround times by up to 50%, while maximizing the digital color consistency of your HP Indigo 12000 Digital Press.

In this package you can benefit from:
• Color management training
• Production management introduction
• Production management training

The **Color management training** gives you the ability to master the color management with your HP Indigo press. It covers color matching and repeatability, controlling and maintaining color as the base for quality production, and optimizing costs while maintaining the best output quality.

The **Production management introduction** is a training session to the Production Manager focused on Digital Production Best practices sharing, **HP PrintOS**, supplies management and support contract. HP PrintOS is a print production operating system with web and mobile apps that help you produce more jobs and high-value applications with less effort, at lower cost and with measurable results. Access the open, secure cloud based platform anytime, anywhere to continuously improve your operations, make better, faster decisions and to take full advantage of your HP Indigo presses.

Print Beat gathers and analyzes historical and near-real time data from your press, transforming it to actionable, insightful information for faster problem solving, increased press uptime and improved innovation. With Print Beat you can keep track of your daily print targets, gain in-depth views of your overall performance and analyze your productivity week over week or shift over shift.

The **Production management training** is a program conducted at the HP Graphics Academy to enable you to manage the exponential growth in the number of digital jobs, by reducing turnaround time and increasing the production efficiency of your HP Indigo 12000 Digital Press.

HP Business Transformation Solution for
HP Indigo 12000 Digital Press

This is an HP Indigo digital print with a Mosaic application

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