

HP Smart Office Solutions:

Success Story: Beijing Li-Ning Sports Goods Co Ltd streamlines work processes and increases productivity with HP colour digital imaging and printing solution



Over the years, integrated solutions have come to represent the answer to the challenges of modern commercial offices in their pursuit of high efficiency and simplicity. In the robust Chinese market that is always highly competitive, Zhiyong Zhang, President & CEO, Beijing Li-Ning Sports Goods Co Ltd, stands out in the crowd after overcoming years of struggle. His success is due, in large part, to his vision in identifying revolutionary solutions to meet his business needs. The HP Smart Office Enhanced Communication solution, powered by the HP Color LaserJet 2840 All-in-One multi-function device, is one such example.

Only recently, Zhiyong Zhang arrived back from a business trip and almost did not recognise his own office as none of the former jumble of faxes, scanners, printers, and photocopiers were anywhere to be seen. In their place, was a brand new, stylish HP Color LaserJet 2840 All-in-One. Zhiyong Zhang was immediately impressed with the new device.

Simple, and built for multitasking, this network-ready HP Color LaserJet 2840 All-in-One lets the office workteam share extensive all-in-one capabilities: HP's Color LaserJet print, fax, scan, copy and digital imaging solution enable more effective and efficient business communications. Staff at Li-Ning have expressed amazement with the HP Color LaserJet 2840's myriad capabilities. "This is our colour laser business center," beams Zhiyong Zhang proudly of his latest acquisition.

Li-Ning offers a huge range of sports products, from sports clothing and sports shoes to complementary

sports goods. The sizeable amount of office reports, internal information sharing, related marketing and promotional activities undertaken in such a large company simply cannot occur without the use of printers, photocopiers, scanners, or fax. These complex functions are all amazingly consolidated and delivered by a single device – the HP Color LaserJet 2840 All-in-One.

"Look at the promotional leaflet for our latest line of sports shoes," said Zhiyong Zhang. "The vivid and crisp lines of the design are clearly evident, and the image exudes a distinct vibrancy and freshness. The theme and message of the leaflet is crystal clear which makes an exceedingly successful promotional leaflet. But, do you have any idea how much day-to-day office work was involved in producing it?"

Thought processes illustrated in print, in colour

A lay-man may not be aware of the processes involved in running and managing a sports brand. Before a new Li-Ning product hits the streets, engineers must first print the electronic images of their ideas and the development of past product generations, to present to the marketing department. These conceptual proposals must highlight areas of success and areas that had fallen short, as well as reflect the innovative and enterprising spirit of the company. With HP ImageREt 2400 that ensures exceptional-quality colour output and high print speed, the HP Color LaserJet 2840 All-in-One helps to easily and effectively capture the "thought processes" of the design staff on paper.

Challenges

- Need for a device that can support the sizeable amount of day-to-day office reports, internal information sharing, related marketing and promotional activities
- Ability to effectively convey conceptual proposals and thought processes
- Transferring of product photographs onto paper for discussion
- Bringing ideas together from all areas of the company
- Reproducing large number of high-quality promotional materials
- Summarising extensive research information and media reports

Solution

- HP Smart Office Enhanced Communication solution powered by the HP Color LaserJet 2840 All-in-One

Benefits

- Brilliant colour images that effectively captures design concepts
- Digital Imaging capability with built-in photo memory card slots that allows digital photos to be directly printed from the control panel without connection to PC
- Fax function is easily set up with over a hundred speed dial numbers, that allows for easy dissemination of information and gathering of feedback across the various departments
- Colour copying function reproduces high-quality promotional materials at high speed
- Automatic document feeder (ADF) for unattended printing, faxing, copying and scanning of multi-page documents; enjoy greater versatility with scan to email, scan to PC desktop, scan to PC or network folder functions that make collating market research information a simple and efficient task
- Built for multitasking, the network-ready HP Colour Laser 2840 All-in-One solution effectively consolidates multiple functions that can work simultaneously together, streamline day-to-day workflow process to save time, reduce costs and produce exceptional-colour documents for effective business communications

Photo prints that are as good as the real thing

It would not be efficient for the marketing department to brainstorm over new concepts for a full series of sports shoes by laying out numerous pairs of concept shoes in the office. In order to avoid doing this, the shoes are instead photographed with a digital camera and the images are then printed out directly using the card slot printing capability of the HP Color LaserJet 2840. The marketing department is then able to deliberate over colour images of the shoes rather than the actual shoes themselves. Because the HP Color LaserJet 2840 has streamlined their document workflow with digital workflow, it is clear why Zhiyong Zhang was full of praise for this HP's first color laser all-in-one device with photo memory card capability that allows direct photo printing without the need for a computer connection.

Bringing ideas together

The fax function of the HP Color LaserJet 2840 All-in-One provides the essential medium that links ideas together from all areas of the company. Zhiyong Zhang requires that marketing staff fax initial design documents to different departments in order to get the opinions of frontline and back office staff. The HP Color LaserJet 2840 All-in-One can be easily set up with over a hundred speed dial numbers, so that staff can readily and efficiently disseminate these creative ideas. This medium is more visually direct than using email and much faster than having each department print the documents out to review. The feedback is then returned on fax as well and documents are easily compared with one another. This method clearly serves several purposes within one simple process. Various feedback ideas, all from different departments, can be easily and quickly gathered by the marketing staff to assist in the decision-making process.

Capturing an outstanding moment in print, in colour

Sports are ephemeral, ever changing and not in the least static. The viewpoint on ideal product promotion at Li-Ning is to capture the instantaneous wonder of sports on a simple promotional leaflet. When producing a large number of promotional leaflets, the HP Color LaserJet 2840 All-in-One guarantees exceptional and convenient colour copying. Its amazing print quality and speed was a pleasant surprise to Zhiyong Zhang. "We capture a wonderful sporting 'moment' in print, and when photocopying on the HP Color LaserJet 2840 All-in-One, the images leap out from the page. It is as if this frozen 'moment' is being replayed over and over again."

The engine to power success

No matter how detailed Li-Ning's creative ideas for a promotional campaign are, there is always a variety of feedback from the media and from users which warrant

studying. Zhiyong Zhang says, "There is no concept that can be used on this line of sports shoes that can be reused again in the future." If market research information needs to be summarised, the HP Color LaserJet 2840 All-in-One readily facilitates this process. It is like an "engine" powering the advance of Li-Ning's next marketing campaign. Its automatic document feeder (ADF) allows for unattended faxing, copying and scanning. While its flat-bed scanner can be used to scan bound and single sheet documents. In addition, the staff enjoys greater versatility with HP Color LaserJet 2840 All-in-One's capability that allows scanning to email, scanning to PC desktop, scanning to PC folder, scanning to PC or network folder makes collating Li-Ning's market research a simple task. Large volumes of media reports are easily reduced to a few documents after scanning.



Zhiyong Zhang, President & CEO, Beijing Li-Ning Sports Goods Co Ltd

"The crucial factor is that all these various functions are integrated into a single HP Color LaserJet 2840 All-in-One, and many functions can work simultaneously. Our day-to-day data processing work is ongoing, so a variety of machines all squeezed into a single office makes things confusing. Now, the HP Color LaserJet 2840 All-in-One saves space, simplifies our work, is easier to use, and reduces the difficulties of multiple devices' maintenance," concluded Zhiyong Zhang.

Many years of experience has made Zhiyong Zhang realised that the HP Color LaserJet 2840 All-in-One, with its clean design, multitasking and network-ready capability is the solution to consolidate operations, reduce costs and provides high-quality color business documents for more effective and efficient business communications.