

Cutting-edge printing solution enhances creativity,
simplifies operations and maximises cost-effectiveness



“Startup businesses often face problems in finding the right and flexible solution. By offering a wide range of solutions including the Business Marketing Toolkit, HP has helped us facilitate our operations and saved us a lot of time and money.”

– Phubodee Chaiplee

General Manager

W.P. Creation Group Company Limited

The W.P. Creation Group Co. Ltd. which was co-founded two years ago by former graphic designer Phubodee Chaiplee and his partners, started from a small business specialising in graphic design. With a keen interest in this field, Phubodee successfully expanded the business to include below-the-line marketing activities and event organisation.

New-generation business solutions

In a highly competitive environment, modern technology seems to be an excellent way to help strengthen businesses, especially rapidly growing small and medium businesses (SMBs). Early adopters of new

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technology have been noted to gain certain competitive advantages. Phubodee Chaiplee, General Manager of W.P. Creation Group Ltd., said, “Our business focuses on providing advertising publications, presentations, events and exhibitions, multimedia, animations, etc. All these are related to publishing, and these costs are very high for us.”

“Publishing is my area of expertise, while IT is my interest. So I decided to target this market because I understand what customers really need, and I can offer them a complete solution,” remarked Phubodee.

Most of his work focuses on design and presentation. Phubodee opted to use integrated office solutions that can accommodate several processes. The HP Color LaserJet 2550 printer was one of his preferred choices because its versatile features meet the demands of new generation business leaders.

“I wanted to produce colourful proposals because they are more interesting. However, I have to modify some details frequently, so I looked for an application that allows me to quickly create and edit such documents myself. In some cases, I have to edit and resubmit the samples to customers several times before sending the documents to a printing house. Using the HP Color LaserJet 2550 printer provides more flexibility. I can make last minute changes and still have a fast turnaround time. It is also more cost-effective,” explained Phubodee.



Within a year, the printer has helped enhance his company's workflow and reduce operating costs. Phubodee said he also leverages various solutions that come with the HP Colour LaserJet. Such solutions provide competitive advantages and address changing business needs.

Simplifying business operations

The HP Color LaserJet 2550 series printer comes with a HP Business Marketing Toolkit, jointly developed by HP and Microsoft, which provides easy to use templates that enables users to create end-to-end marketing and sales documents easily. Phubodee highlighted that documentation in his company had previously been complicated. In the past, Phubodee had to create his own forms. This was not only time-consuming and costly, it also hindered attempts to meet the competition quickly.

He tried using off-the-shelf applications but they were not flexible enough to meet his requirements. The toolkit simplifies the task of creating various documentation used in sales and marketing.

"After obtaining this software, I started to standardise all the disparate document forms and templates that I had. This toolkit includes all kinds of templated documents including quotations, invoices, letterhead, catalogues and even business cards," explained Phubodee.

The HP Business Marketing Toolkit is designed to be user friendly and hassle free. Phubodee added, "The Business Marketing Toolkit is easy to use and it works very well with Microsoft Publisher. More importantly, each template has a professional look. For example, three-fold leaflets are very complicated for general users who are not design specialists but the toolkit makes it easy. Moreover, we can publish our documents or content on the Web without redesigning them."



The toolkit also incorporates many processing formulas that are useful for SMBs. The first tool Phubodee selected was for remuneration calculation. He used to modify Excel spreadsheets but it was a time-consuming task. Now, he is able to compute wages, collate work related statistics and print reports easily.

Phubodee pointed out that SMBs like his company and marketing departments in large enterprises enjoy the same benefits from using the HP Business Marketing Toolkit.

"Startup businesses often face problems in finding the right solution. By offering a wide range of solutions including the Business Marketing Toolkit, HP has helped us facilitate our operations and saved us a lot of time and money," added Phubodee.

Challenges

- Developing a competitive advantage in a challenging business environment
- Reducing costs and raising productivity
- Managing a diverse range of complex documentation and marketing collaterals

Solutions

- HP Color LaserJet 2550 printer
- HP Business Marketing Toolkit software, developed by HP and Microsoft

Benefits

- Solutions are easy to own, manage and maintain
- Greater flexibility and faster turnaround time
- Software simplified documentation and enhanced office productivity
- Responding faster to customers' demands without compromising quality
- Achieved greater cost effectiveness