

HP Smart Office Printing Solutions:

Success Story: Real estate company enjoys higher efficiency and flexibility for in-house marketing materials with HP colour printing solution



Located in Beijing Haidian District, Beijing Yi Xing Property Management Limited specialises in managing large-scale estates and parking facilities as well as providing advisory services to offices, residential, upscale apartments, amongst others. As a member of the Beijing Property Management Association, Yi Xing has a wealth of experience managing 5A standard office buildings and higher end apartments. In 2003 and 2004, Yi Xing property acquired a HP LaserJet 1000 printer and a HP Deskjet 1180 printer. These printers helped to improve office productivity and helped accelerate its growth.

Meeting varied printing demands

Due to the unique nature of the property management industry, duplicating similar documents is an indispensable part of day-to-day operations. Without reliable printing support, the daily operation of property management and provincial maintenance can lead to many problems. Yi Xing Property understood the challenges associated with maintaining the pace of growth and development.

In addition to managing a wide range of properties and parking facilities, Yi Xing also has to administer a small district that belongs to the mega-scale community consisting of a large number of apartments. Printing daily notices and important announcements, district notices and news require a stable and efficient printing environment to ensure fast, responsive and organised management. In addition, the company's human resources, logistics, finance and business management departments have printing demands that vary,

depending on requirements. For example, some print jobs are more urgent than others and need high speed printing while other print jobs require high quality printed documents.

Furthermore, due to the hectic and complex nature of a property firm, all the departments rely heavily on printing. This results in high expectations for a robust and reliable printing infrastructure, as no property firm is willing to devote much time to the maintenance and repair of the printers. The HP LaserJet 1000 printer designed with proven HP quality and reliability, fulfilled Yi Xing's requirements. Providing professional print quality of 1,200 dpi effective output, worry-free print performance with a robust monthly duty cycle of 7,000 pages, and faster print-outs with Instant-on Technology, the host-based HP LaserJet 1000 provides affordable print performance.

In recent years as Yi Xing's business developed rapidly, the company's printing requirements changed. Firstly, as it required more high-end property owners as its customers, Yi Xing realised the critical need for colour printing for its marketing initiative to improve its corporate image and to impress its target customers with its professional customer service.

Next, Yi Xing had to look into networked printing as its rapid growth saw a corresponding growth in printing volume over time. Overall work efficiency would have been affected if the company retained the old printing solution.

Challenges

- Raising the level of customer service and professional image of the firm
- Managing the firm's rapid expansion and varied printing demands

Solutions

- HP LaserJet 1000 printer*
- HP Deskjet 1180 printer

Benefits

- Ability to deliver customised marketing and supports its diversification plans
- Higher efficiency
- Easy to use and maintain

*The new HP LaserJet 1020 printer series replaces the HP LaserJet 1000 printer



Thirdly, the printers are used mainly by non-IT personnel and the company did not want to allocate technical support for the usage of the printers.

Finally, as Yi Xing moved beyond A4 size printing, the company required a printing solution that has flexible media handling capability to support its diversification and customised marketing needs. Since Yi Xing acquired the HP Deskjet 1180 in 2004, it has impressed its clients with its professional-looking marketing materials printed in-house and effectively communicated its high level of customer service.

Delivering quality results

The HP Deskjet 1180 comes with a range of printer functions and rich colours to meet the needs of businesses and home offices. HP PhotoREt III's colour enhancing technology enables photo-quality colour printing up to 1200dpi resolution and accurate colours. After using the HP Deskjet 1180 product series, Yi Xing has not only achieved an outstanding performance in printing brochures, district notices and other documents, but also gained the recognition of clients in terms of professional and corporate image.

Moreover, with the aid of a HP Jetdirect external print server, HP Deskjet 1180 printers can be networked for shared printing and this would in turn help Yi Xing achieve a higher level of work efficiency. In addition, HP

Deskjet 1180 printers can support a wide range of media or paper types of sizes ranging from A6 to A3+. This enabled Yi Xing to have greater flexibility to print different marketing materials quickly and easily in-house.

The HP Deskjet 1180 delivers outstanding printing results of up to eight pages of laser-quality black text per minute and seven pages of colour drafts per minute.

Boosting growth

With the support of HP business printing solutions, Yi Xing improved tremendously in terms of managing work flow, delivering district services and enhanced brand image. Moving into 2005, Yi Xing has started another round of growth. Yi Xing's management highlighted that the most valuable lesson after years of experience is the use of technology to improve productive efficiency and service standards. Hence, Yi Xing will continue its partnership with HP and maximise the benefits offered by HP printing solutions.

Smart features of HP Deskjet 1180 printer

- HP PhotoREt's enhanced colour layering technology delivers photo-quality colour printing up to 1200 dpi resolution and laser quality black text.
- Swift, noiseless printing without compromising on superior print quality.
- Enjoy the versatility of printing professional documents.
- Supporting a wide variety of media from plain paper to special photo media, transparencies, envelopes, and thick card stock, ranging in size from postcard (A6) to poster (A3+).
- HP's enhanced Smart Software features help you create colourful business reports, spreadsheets, brochures, posters, mailers, postcards and graphics without having to go through desktop publishing softwares.
- HP Jet direct external print server can be utilised to enable networked printing.
- One-touch cancel print button allows a print job to be cancelled immediately to avoid wastage of ink and time.
- Low-ink warning indicator helps users maintain optimal print quality and avoid the running out of ink unexpectedly.