

Just as 'Do-it-yourself' coloured marketing collateral has brought great success for Michael Draper Design, Hanaro Flower Garden and Che Che New York, colour can also be used in other business communications to ensure that they are noticed, read and remembered.

For the IndoChine group, HP's colour all-in-one solution proved ideal for streamlining their document management. HP's cost-effective colour printers have also helped Timken Bearings to enhance brand image and win deals by creating captivating and impressive proposals, presentations and press kits. More reasons why HP colour solution is the answer to your business needs.



"We were confident in choosing HP as the leader in colour printing and networked printing," said Ian. "Whatever our needs were, HP would have an appropriate solution."

Ian Aniszewski,  
Chief Information Officer,  
IndoChine

## IndoChine. Serving in colour

The IndoChine group offers a bevy of award-winning trendy restaurants, bars, cafes and galleries through 15 outlets in three countries—Singapore, Malaysia and Germany. Recognised for its commitment to creativity, innovation and understanding of the contemporary Asian lifestyle, IndoChine has won accolades from the media worldwide. As the group continued to expand, there was a need to look at how its imaging and printing infrastructure could be optimised to offer functionality and cost efficiencies.

### Wide-ranging requirements

For a start, the in-house graphics department needed to produce an extensive range of marketing collaterals to promote the outlets. IndoChine's newsletters, flyers, postcards, promotional items and invitation cards had to be printed in full colour in various sizes, on various paper stocks and in various configurations. As the amount of such required collaterals increased, there was a pressing need to control escalating expenses by reducing the group's reliance on outsourcing printing jobs, especially those with smaller print runs.





The graphics department, for example, was installed with the HP Color LaserJet 5500dtn, which could output and collate high-quality marketing materials in vibrant colours on different media up to A3 size. The device allowed the department to enjoy colour printing at the speed of black and white, which improved productivity when generating high volumes of marketing materials. If outsourcing to an offset printer was still required, there was the added advantage of being able to perform in-house colour proofing on the HP Color LaserJet 5500dtn.

For the Managing Director's office, the HP Officejet 9130 was put in place to deliver all-in-one functionality of faxing, digital sending, copying, scanning and printing at a low cost. The device provided reliable support for high-volume monochrome and colour printing and copying in the office. In addition, the HP Officejet 9130 provided document management capabilities that allowed IndoChine staff to scan to email key documents for electronic filling directly from the device and without the need to connect the device to a computer. As a result, IndoChine staff could reduce the multiple copies that were made from poor quality fax output and save them time and money. The HP Officejet 9130 was selected as it could handle the higher volumes and more varied stationery requirements in the Managing Director's office.

All devices were connected via VPN over the Internet for remote monitoring of the fleet. Here, IndoChine recognised that HP's network drivers were reliable, well-accepted and able to integrate seamlessly with existing applications. It came as no surprise then that implementation of the new imaging and printing infrastructure was carried out smoothly in early 2004 over a period of four weeks. The service had now been extended to cover HP printers purchased prior to the program.

#### Unparalleled business benefits

While meeting the functional requirements, HP went further to offer an attractive service package to address IndoChine's desire for cost control and maintenance support.

The HP Pay per use service package was readily accepted by Ian as a way to reduce upfront investments

in the new infrastructure and to pay only for what the group used every month. Under the package, HP would also manage the entire fleet of devices, ensuring optimum performance and proactive replacement of cartridges.

IndoChine's graphics department also benefited from a remarkable threefold improvement in productivity with the HP Colour LaserJet 5500dtn capable of achieving the same colour quality in-house as from an outsourced printer. Aniszewski estimated that the graphics department would thus save about 75% in printing costs by moving their print jobs in-house instead of outsourcing. Within the office, the graphics staff could now print their full-colour marketing collaterals in one-third the time and achieve a high-quality finish not possible with their previous inkjet printer.

And would IndoChine consider HP again to roll out the solution in its Malaysian operations? "Undoubtedly," said Ian. "HP people are pleasant and easy to deal with. They have a positive and professional sales approach in meeting our needs."

### HP Pay per use service

**Did you know that HP also provides print services that help you keep costs in check?**

HP Pay per use service provides everything you need for a reliable imaging and printing environment. This comprehensive service combines the hardware, services, support, supplies and reporting to provide you with flexible payment options of level pay, base plus click and cost per page. The HP Pay per use service offers cost transparency and budgetary certainty whilst increasing device availability, user satisfaction and productivity.