

Tech Tips For Business

Using Technology To Modernize Your Small Business

(NAPSA)—Today's small businesses are undergoing a transformation driven by technology, mobility and the need to be faster and more efficient to gain a competitive advantage in the market. This new reality impacts what small businesses need from their technology, including printers.

People are more collaborative than they were 10–20 years ago. Work spaces are smaller and more communal, and mobile devices enable people to work in more places, both in and out of the office. The rise of mobility has meant an increased emphasis on security—the safekeeping of data is paramount regardless of the device it is on. For greater competitiveness, customers need technology to help them become faster and more efficient.

Changing Needs Of Small Business

Printers have always been an integral part of office workflow, but what small businesses need from their printers is changing. Smaller, more collaborative workspaces mean that printers must be smaller to fit into the available space. They also need speed and efficiency to control costs and increase productivity. Mobility is also key, with small businesses seeking out printers that can connect with the wide range of mobile devices that employees are bringing into the office, as well as solutions to help them secure company data during the printing process.

Printer Technology For Smarter, Faster, Leaner Business

Addressing the needs of evolving small businesses, HP has developed the HP Color LaserJet Pro M252 and HP Color LaserJet Pro MFP M277, new printers engineered for the modern business



Today's technology, such as smaller, faster, more versatile color printers, can be a big help to small businesses.

environment. These new devices feature a smaller footprint, easier setup and installation as well as up to 40 percent faster printing from sleep versus competitors (based on internal HP testing).

Small business owners looking to secure their printer environment should consider a software solution that helps prevent unauthorized access to confidential print jobs. With the addition of a software solution, you can securely store data in the cloud until the user authenticates and claims the job from the printer. Additionally, looking for hardware with integrated security features, like the HP OfficeJet 200 series, will help to secure your devices against undesired access and safeguard your data.

Helping Small Business Evolve For The Future

Today's small businesses need technology that enables better, faster, leaner work to happen. HP is driving innovation in printing and digital workflows to help them survive and thrive now and in the future.

Learn More

For further information on modernizing your small business, visit www.hp.com/go/NewLaserJets.