

## Scan to eCopy Desktop for HP MFPs continued from page 3

An eCopy-enabled MFP captures paper content by creating bit-mapped images that can be manipulated, shared, stored and retrieved on command. Scanned paper documents are sent to PCs running eCopy Desktop, where a user-friendly interface lets office workers manage, modify and share documents much as they would handle paper-based information, but without leaving their desks.

### Manipulate, consolidate, annotate

The eCopy Desktop markup toolbar—an editing tool that works with all scanned and electronic documents—enables business users to mark up and modify content, add annotations, import signature stamps, and black out confidential or sensitive information, permanently if necessary.

eCopy Desktop fully supports Adobe PDF libraries, but adds an optimized user interface between the MFP and the desktop PCs that enables users to create, edit and distribute documents without the need for complex functionality.

eCopy Desktop is geared specifically to the needs of business users working with scanned paper documents. Part of an end-to-end scanning and document delivery solution, its simple, intuitive design makes it easy to accomplish basic tasks quickly and efficiently.

### Share information quickly and efficiently

eCopy Desktop turns paper-based information into digital content that's secure, flexible and virtual, enabling workers to take immediate action without physically distributing paper copies and waiting for hardcopy delivery.



### Store the data, not the wrappers

eCopy documents can be stored locally on the originator's PC, in a network folder, or as part of a document management application. Stored documents can be located by title, author, subject or keywords, and text may be indexed for easy search and retrieval. Once scanned and securely filed as a digital document, the original paper source can be shredded and recycled, eliminating much of the expense, delays and frustration associated with hardcopy storage and long-term records retention. Lost documents and faded originals no longer matter, and the need for manual transcription with its attendant errors is eliminated.

### Comply with security and data retention requirements

Laws holding enterprises accountable for protecting private information are on the books (HIPAA, Sarbanes-Oxley, Basel II), and IT is responsible for assessing risk and applying appropriate safeguards. eCopy Desktop security measures include 128-bit encryption that protects document content, and multi-level security restrictions that prohibit access and prevent unauthorized viewing. With eCopy Desktop, paper documents can be converted easily into data files that can be retained inexpensively and securely, yet remain readily accessible and compatible with electronic security standards and compliance processes, such as audit trails that track document access.

Contact your sales consultant today, to discover how eCopy can help put paper in its place. ●

## HP CM8060/CM8050 Color MFPs continued from page 1

engine designed with printheads that span the width of a page. In other words, with HP Edgeline Technology, the paper moves, not the printhead. It's that simple. For increased printing speeds, HP Edgeline Technology printers use large, stationary printheads—arranged in a line—to dispense ink across the entire width of the page as the paper passes beneath them. The result is more accurate ink-drop placement and breathtaking print speeds for crisp, print-shop quality output—fast. Plus, the sophisticated printhead design delivers outstanding reliability, allowing for more printing up-time, less maintenance and a lower total cost of operation over time. To complement the new printhead design and increased speeds, HP

has specially designed Vivera inks for each current printing system with HP Edgeline Technology to deliver leading print quality.

### HP isn't stopping there

HP has already launched the new HP CM8060/8050 Color MFP with Edgeline Technology. As a HP SVIP Elite Partner, Verity Group is certified and trained on this new technology and is one of the select dealers, nationwide, authorized to sale and support the new Edgeline HP CM8060/8050 Color MFPs. Call today, to arrange a "hands on" demonstration of the future of printing and imaging. ●

### Locate Us

Our corporate office, demonstration room, service center and warehouse are all conveniently located at:

1100 Jupiter Road Suite170  
Plano, Texas 75074

### Contact Us

Telephone (972) 422-2228  
Facsimile (972) 422-2713

### Email Us

General Info info@verity-group.com  
Service service@verity-group.com  
Sales sales@verity-group.com



VERITY GROUP IS PLEASED TO ANNOUNCE OUR NEW QUARTERLY NEWSLETTER *PRINTING & IMAGING INNOVATIONS*. OUR INTENT IS TO PROVIDE RELEVANT AND ACTIONABLE INFORMATION ON BEST PRACTICES AND NEW SOLUTIONS TO FINANCIAL, INFORMATION AND TECHNOLOGY OFFICERS.

PRINTING & IMAGING

# innov@tions

FALL 2007 ISSUE

### HIGH-VOLUME COLOR PRINTING REDEFINED

## HP CM8060/CM8050 Color MFPs with Edgeline Technology



In an ongoing effort to provide high-performance printing capabilities for business, HP has pioneered the development of HP Edgeline Technology, the first-of-its-kind, ink-based printing technology designed exclusively to handle high-volume workloads for businesses that require high print speeds, outstanding print quality and reliability, and a low cost of operation.

### Simple question, big idea

HP engineers began developing HP Edgeline Technology by asking, "How can we make printing better?"

"The goal or the vision of Edgeline technology was to take inkjet printing into new markets by delivering breakthroughs in quality, breakthroughs in reliability, breakthroughs in performance, and breakthroughs in total cost of operation" says Steve Nigro, senior vice president of HP's imaging and printing group.

Gary Cutler, vice president of digital printing technology at HP, says Edgeline technology is all about radical change in print quality, performance, reliability and cost of operation — taking ink-based, page-wide printing to astonishing new levels. "Edgeline represents the best in ink and laser technology," he says.

"We've used HP's scalable print technology to create the Edgeline pens and printheads, which are all built with photolithographic processes at sub micron precision," says HP's Steve Rasmussen, senior mechanical engineer.

"What's different about Edgeline technology," adds Bruce Zignego, research and development director at HP, "is that we've taken years of HP engineering, invention and innovation and brought it forth into a platform that has the ability to scale into a large number of different products and markets."

According to Randi Dunn-Williams, HP solution strategist, the most critical and defining component of Edgeline technology is the ability to array printheads across the width of the page. "This allows us to print pages in one or two passes, instead of having a scanning head technology or a contact writing system — resulting in brilliant images at up to 71

pages per minute. That's more than 1 print per second."

### The HP Edgeline Technology advantage

HP Edgeline Technology is an ink-based printing

Continued page 4 >

### IN THIS ISSUE:

High Volume Color Printing Redefined

10 Ways HP MFPs Save You Time & Money

Put Paper in Its Place With eCopy



### REQUEST A FREE WORKFLOW ANALYSIS:

Verity Group will conduct a thorough analysis of your company's information workflow. Our consultants will walk your environment to gain an understanding of end-user requirements, map asset locations, note outstanding issues, and observe the way information currently moves through each department and beyond. We will examine the way documents are created, printed, copied, scanned, faxed, digitally sent, archived and retrieved. We will use our own proprietary tools to document operating costs associated with your current flow of information. Our analyst will generate a report that identifies each device, its utilization, and the costs of toner, service, maintenance, upgrades, leases, etc. We will then provide you with a cost saving plan that offers flexible solutions and streamlined processes to more effectively consolidate print, copy, scan, and fax functions.



brother

TOSHIBA DocuWare



**Verity Group**  
Makes Document Output and Management...Simple.

**The way documents get created, distributed, stored and retrieved is more critical than ever.**

It takes the right technology, deployed in the right locations to effectively handle the creation and distribution of digital documents. Document management is complex and no company's document management needs or infrastructures are the same. An efficient and cost effective document management strategy requires a fully integrated blend of hardware, software, services and processes to achieve your individual business objectives. Such a strategy is on-going and must be continually monitored, maintained and improved as your business changes.

Verity Group solves those issues by managing your hard copy and digital document output and assets. We conduct an in-depth evaluation of your current environment and then recommend and execute best-practice solutions that are simple, efficient and cost effective. We insure devices are utilized efficiently, supplies are managed effectively and service is provided proactively. Our all inclusive, cost-per-print program covers hardware, supplies, service and training. We are experts on emerging technologies such as digital sending, document storage and retrieval, desktop internet faxing, and high speed multifunctional devices. •



FALL 2007 ISSUE  
www.verity-group.com  
(972) 422-2228

PRINTING & IMAGING

# innov@tions

## 10 ways HP MFPs save you time and money and help protect your information

Learn how you can consolidate and save with multifunction products from HP.



### 1. Spend less time managing devices

IT departments spend 15% of their time on printer-related issues. Consolidation results in fewer hardcopy devices to manage and a smaller inventory of supplies and spare parts to maintain. Plus, network integration makes MFPs easier and less expensive to support than their standalone counterparts.

### 2. Reduce time spent walking from device to device

By combining printing, copying, faxing, scanning and digital sending (scan to email, folder, etc.) in a single device, MFPs give information workers network access to all the capabilities they need to effectively and efficiently handle digital and paper documents.

### 3. Experience fewer network bottlenecks

Where some competitive devices force you to accept performance/print-quality tradeoffs, HP LaserJet and Color LaserJet MFPs feature advanced processing and imaging technology, ensuring you of consistently high-quality output at full engine speeds and real-world performance that often surpasses competing products boasting faster engine specifications. This is because, generally, HP LaserJet and Color LaserJet MFPs and printers are designed to offer their best output quality at full engine speed. Many competing devices slow down considerably in best print quality mode due to issues like formatter bottlenecks or employing solid-ink technology.

### 4. Boost productivity and reduce upkeep with HP

DOES THE VENDOR'S MFP OFFER...	HP	CANON	DELL	LEXMARK	RICOH	XEROX
INTEGRATED PRINT CARTRIDGES	Yes	No	No	No	No	No
INSTANT-ON FUSERS	Yes	Yes	No	No	No	No
COLOR SCANNING	Yes	No	Yes	No	No	No
UNIVERSAL PRINT DRIVER	Yes	No	No	No	No	Yes
DISABLE COLOR BY APPLICATION	Yes	No	No	No	No	No

### 5. Realize better return on investment

Only HP has the broad portfolio to deliver the right mix of desktop and network printers and MFPs. HP's balanced deployment strategy optimizes asset utilization, maximizes return on investment and reduces total cost of ownership (TCO). A recent study of large organizations by IDC revealed that organizations were able to reduce their TCO by as much as 41 percent by optimizing elements of their printing and imaging infrastructure.

### 6. Streamline processes and document workflows

HP offers software that—when deployed in concert with HP LaserJet and Color LaserJet MFPs—yields a single-vendor solution for distributed capture that streamlines decentralized, paper-intensive business processes and workflows to enhance productivity and control costs.

### 7. Control access to color

Many HP color MFPs let you leverage the power of color while preserving your budget with color access control capabilities. Such capabilities allow you to closely monitor color use, as well as to enable or disable (and report) color usage by specific Individuals, Groups, Applications, Projects, and Devices.

### 8. Achieve end-to-end security

Many IT professionals frequently ignore security threats to the printing and imaging infrastructure and often leave it entirely unsecured. HP has made security an integral component of its printing and imaging devices and solutions. In addition to supporting a wide range of standard, trusted security protocols, HP LaserJet MFPs offer industry-leading security capabilities and solutions that are designed to enable secure management, network communications, output, access and device integrity. Moreover, HP has reduced complexity—the biggest obstacle to ensuring end-to-end security.

### 9. Reduce exposure to risk

HP MFPs and document handling software can provide near-immediate organizational control over inbound documents to ensure the security of document retention, records management and compliance efforts.

### 10. Count on the leader in user satisfaction

HP is the only printing and imaging vendor to earn a coveted Reader's Choice award in PC Magazine's annual Reader Satisfaction Survey for 15 consecutive years. •

## Scan to eCopy Desktop for HP MFPs

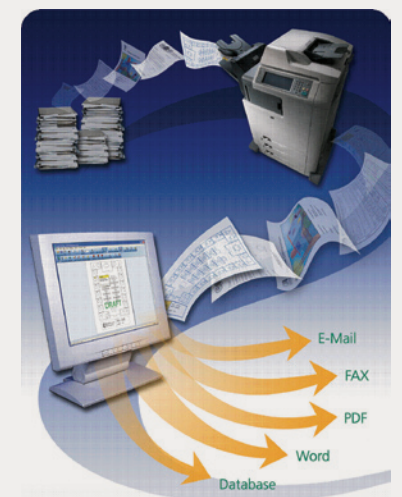
Put Paper in its Place

Use your HP LaserJet MFP and Scan to eCopy Desktop software to stop inefficient paper-based workflows. Turn pesky paper into efficient, secure digital files by capturing, manipulating, sharing and storing electronic images. Put an end to hardcopy chaos with eCopy and HP.

### Capture the content... lose the paper

Invoices, purchase orders and expense reports demand attention that can be quantified in time, effort and money. These common examples of paper-based information are characterized by the kind of inefficient business processes—sorting, filing, storing, searching, retrieving, distributing and archiving—that can consume as much as 50 percent of an office worker's time.

By adding Scan to eCopy Desktop to an HP multi-function printer, any organization can transform paper documents into information that can be integrated into electronic business applications and processes. [continued page 4 >](#)



## HP Understands...

that knowledge is the most important tool for your business. Please visit their dynamic repository of informative white papers, business cases and hands-on training resources online at [www.hp.com/sbso/expert/index.html](http://www.hp.com/sbso/expert/index.html). You'll find everything you need to optimize your printing and imaging environment and make the most of your investments. For more information about HP and secure printing and imaging, visit [www.hp.com/go/mfp](http://www.hp.com/go/mfp).