



The digital office

How to sell HP Scanjets in SMB

Digitise and archive every kind of office document



Despite predictions of a paperless society, most of us still spend our days handling and sharing pieces of paper, from invoices, shipping documents and receipts to photos, forms and everyday correspondence. Some of us also use

images in the form of slides or negatives.

But while paper may often remain the most convenient media on which to generate and record information, it can also be expensive to store, difficult to distribute, slow to retrieve once archived and far from ideal in terms of security and long term durability. And all that's assuming it doesn't get lost or damaged along the way!

Recognise this and the core benefits of digital archiving become clear.



What are the key benefits to SMB customers?

SMB customers will typically use scanning to achieve one of three objectives: easier sharing of information, significantly reduced storage costs or more professional presentation.

The table next page illustrates the areas in which scanning is already used in the SMB environment to speed up business activities and streamline critical processes.

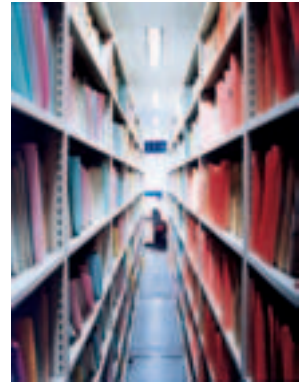
Occasional or low volume tasks are shown on the left of the page across to more frequent, high volume tasks. Similarly, simple jobs sit at the bottom of the diagram while more complex projects appear higher up.

For instance, scanning to PDF is a relatively simple, medium-to-high volume task, while creating brochures is more complex and undertaken far less frequently.

Fast and efficient electronic access to – and sharing of – scanned information



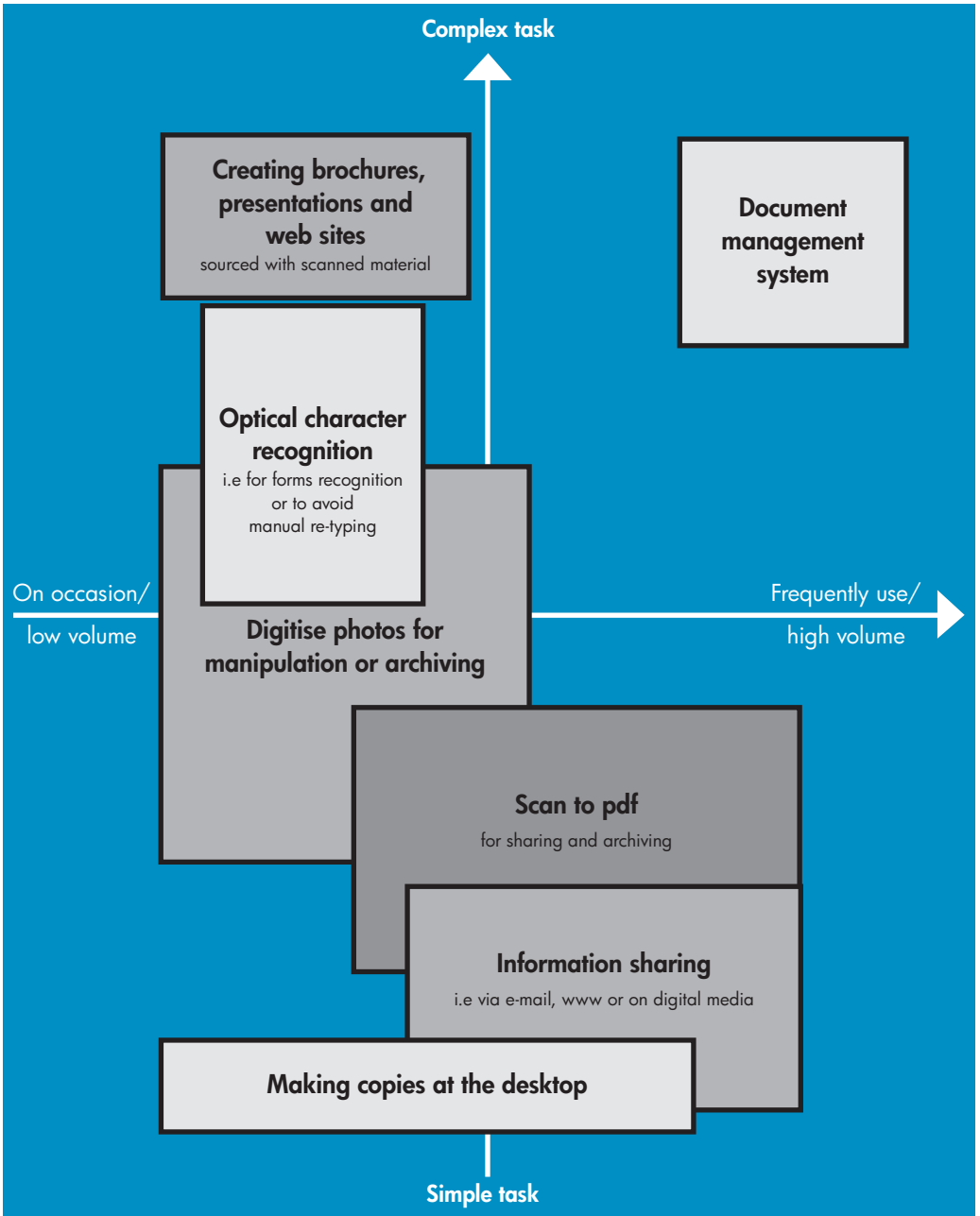
Cutting the costs associated with storing and mailing paper documents



Ability to produce professional-looking documents with scanned pictures and text



Digitising the office environment



Information sharing by e-mail

This first example offers clear and immediate benefits over traditional methods of document sharing. Instead of having to make multiple copies and send them by post, a single digital file can be sent, quickly and reliably, to any number of recipients.

- **faster**
- **cheaper**
- **more reliable**



Receive
via e-mail



Creating brochures, presentations and web sites

The creative environment is the one in which the benefits of scanning are probably most widely recognised. As well as being used to digitise images from any kind of original – photo, slide, transparency or negative – scanner can make use of Optical Character Recognition (OCR) software to capture text just as easily.

- **No re-typing of text (faster, no errors)**
- **Digitising from all kinds of analogue originals**
- **Professional results**

Scan images/
OCR text



Web site creation



Publish on the
www



Document management (e.g. form recognition)

Most organisations will have areas of their business that are particularly paper- and labour-intensive; these operations can often be standardised and streamlined through the intelligent use of scanning technology. In this example, form recognition eliminates the need for manual transcribing of data.

- **Standardised workflow**
- **All kind of analogue images can be used**
- **Less time consuming**

Database set up ready for storage

Verity
TeleForm

Feedback form created



Forms printed and distributed



Forms completed by customers/
market



Scanning and form recognition



Data processed and stored into the database



Selling HP scanners is simple

The following spread provides all the information you'll need to decide which scanners are the most appropriate for a particular customer.

The table on right gives a list of some of the tasks for which scanning is commonly used by SMB customers. Once you've identified the specific task your customer wants to undertake, look along the row to see which HP Scanjet model will be the most suitable.

You may find more than one scanner recommended, in which case you should check along the top for guidance on which scanners are best suited to which departments within an organisation. Where two scanners are listed in the same box, the first is the preferred model and the second is an alternative.

And finally, to the right, you'll find basic specifications and benefits of each the different document and image scanners designed for use by our SMB customers.



HP Scanjet selector guide

		Marketing	Production	Human resource	Sales	Warehouse/ stock	General
Scan press articles and distribute to co-workers and management	HP Scanjet 4600p HP Scanjet 5590	●			●		
Create a brochure incorporating images/graphics from different media sources	HP Scanjet 4670v/vp HP Scanjet 5590P	●			●		
Scan 35 mm slides and enlarge them for large format proof printing	HP Scanjet 8200		●				
Digitise large numbers of photo prints (e.g. after a photo shoot)	HP Scanjet 5530		●				
Scan large format construction plans for distribution and presentation	HP Scanjet 4600p		●		●		
Scan job applications for distribution and archiving	HP Scanjet 8250 HP Scanjet 5590			●			
Process lead forms gathered at an exhibition	HP Scanjet 8290	●			●		
Archive shipping documents for subsequent order tracking	HP Scanjet 8290					●	
Archive documents relating to an insurance claim (reports, hand-written statements, photos etc)	HP Scanjet 4670v/vp						●
Process training feedback forms	HP Scanjet 8290						●
Archive and OCR invoices for later record retention	HP Scanjet 8250						●
Claim travel expenses (e.g. taxi and hotel invoices)	HP Scanjet 8250 HP Scanjet 5590						●

Sell-up guide to document scanning



See-through A4+ scanning

- HP Scanjet 4600p
- Hassle free see-through scanning
 - TMA included
 - A4+ scanning
 - Copy button



Automatic document scanning

- HP Scanjet 5590/P
- ↑ Duplex automatic document feeder (ADF) – (optional for HP Scanjet 5590P)
 - ↑ Higher capacity TMA
 - ↑ Scan-to-PDF button
 - ↑ Presto! PageManager
 - ↑ 3D object scanning
 - ↑ ISIS compliant



Versatile high speed document scanning

- HP Scanjet 8250
- ↑ Faster (15 ppm) and duplex automatic document feeder (ADF)
 - ↑ 4800 dpi
 - ↑ Transparent materials adapter (TMA) included
 - ↑ Instant-on scanning
 - ↑ ISIS compliant
 - ↑ SCSI/NT support optional
 - ↑ Bigger flatbed (legal size)
 - ↑ 3-year warranty with next-day exchange



Document management scanning

- HP Scanjet 8290
- ↑ Even faster (25 ppm) and duplex automatic document feeder (ADF)
 - ↑ NSI OneStep
 - ↑ ISIS drivers in box
 - ↑ Kofax sVRS for superb scan quality
 - ↑ Mini TWAIN driver
 - ↑ SCSI module and PC kit
 - ↑ WIN NT 4.0 (HP PrecisionScan only)

Sell-up guide to image scanning



See-through image scanning

- HP Scanjet 4670v/vp
- 2400 x 2400 dpi
 - TMA optional/ included
 - Space-saving vertical scanning
 - Hassle free see-through scanning
 - A4+ scanning
 - Copy button
 - Adobe® Photoshop® Elements (HP Scanjet 4670vp only)



Automatic image scanning station

- HP Scanjet 5530
- ↑ 2400 x 4800 dpi
 - ↑ Automatic photo feeder (APF)
 - ↑ Instant-on scanning
 - ↑ Higher capacity transparent materials adapter (TMA)
 - ↑ Automatic photo correction software
 - ↑ Complete front panel with 2 character display
 - ↑ Better for 3D scanning



Professional image scanning

- HP Scanjet 8200
- ↑ 4800 dpi
 - ↑ Better scan quality
 - ↑ 4 second preview
 - ↑ SCSI optional
 - ↑ Windows/MAC/NT (with optional SCSI)
 - ↑ 25 ppm automatic document feeder optional
- HP Scanjet 8200gp
- ↑ HP colorimeter and scanner ICC profiles to ensure colour consistency across the graphic workflow

Specification overview

	Sj 4600p	Sj 4670v/vp	Sj 5530	Sj 5590/P	Sj 8200/gp	Sj 8250	Sj 8290
Part No.	L1925A	L1930A/ L1935A	Q3871A	L1910A/ L1912A	C9931A/ C9934A	C9932A	C9933A
Resolution (dpi)	2400 x 2400	2400 x 2400	2400 x 4800	2400 x 2400	4800 x 4800	4800 x 4800	4800 x 4800
Bit depth	48	48	48	48	48	48	48
Preview speed	6	6	6	7	4	4	4
TMA	●	optional/●	●	●	●	●	●
Instant On			●		●	●	●
ADF				duplex (optional for Sj 5590P)	duplex optional	duplex	duplex
ADF speed/ppm ¹				8		15	25
ADF capacity/pages				50		50	50
Scan volume/day				Up to 500 pages		Up to 500 pages	Up to 1,000 pages
MSBF ²	10,000	10,000	10,000	50,000	10,000	225,000	225,000
Connectivity	2.0 HS	2.0 HS	2.0 HS	2.0 HS	2.0 HS/ SCSI optional	2.0 HS/ SCSI optional	2.0 HS/ SCSI
Driver	TWAIN	TWAIN	TWAIN	TWAIN/ ISIS compliant	TWAIN	TWAIN/ ISIS compliant	TWAIN/ ISIS
OS support	WIN/ MAC	WIN/ MAC	WIN/ MAC	WIN/ MAC	WIN/NT ³ / MAC	WIN/NT ³ / MAC	WIN/NT/ MAC
Software (in addition to HP Photo & Imaging Software)	Panorama Maker	Panorama Maker Adobe® PhotoShop® Elements (Sj 4670vp only)	Adobe® PhotoShop® Elements	Presto! PageManager	Adobe® PhotoShop® Elements HP colorimeter (Sj 8200gp only)	PaperPort Deluxe	PaperPort Deluxe/ OmniForm/ KOFAX sVRS/ NSI OneStep

¹ 200 dpi, black & white, 1bit

² average # of scans before failure

³ with optional SCSI

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Created in the EU
5982-8372EEE

