HP A3 Managed **Color** LaserJet MFPs

The next generation of quality, productivity, and security

Businesses that stay ahead don't slow down. It's why HP built the next generation of HP Color LaserJet MFPs—to power productivity with a streamlined design that delivers professional colour value, maximum uptime, and the strongest security.[1]

Big colour. Small cost.

Minimal interruptions.
Maximum uptime.

The world's most
secure printing.[1]

Why HP A3 Color LaserJet wins

Comprehensive lineup

- 50% more office printing device categories than the leading competitors[2]
- Colour MFPs with speed bands from 22 ppm up to 60 ppm
- Large monthly print volumes
- Enhanced input and finishing features
- Advanced workflow capabilities

Maximum uptime and profit

- **HP Smart Device Services (SDS):** Dramatically reduce your service costs, maximise device uptime, and deliver an exceptional service experience to your customers.
- **Next-gen serviceability:** Reduce downtime with remote diagnosis, lower replacement costs, and longer engine life—up to 3.6 million pages. Field-replaceable units with proactive maintenance take complexity out of repairs.

Protected printing

Unsecured firmware, hard drives, control panels, input and output trays all can open devices—and the network—to attack. HP provides the industry's strongest print security to help protect your customer's devices, data, and documents.

- **Secure the device** with HP Sure Start, Whitelisting, run-time intrusion detection, and HP JetAdvantage Security Manager.
- **Secure the data** with authentication, encryption, and monitoring.
- **Secure the document** with workplace privacy and anti-counterfeit tools.

Competitive advantages

HP engineered

Over 40 million pages were tested during development to ensure top LaserJet print/copy quality standards, resulting in a solid, reliable printer that produces excellent output quality over the life of the device.

Outstanding image quality

Create consistent, professional-quality documents and get the performance you count on. Original HP toner cartridges and drums are specially designed and precisely engineered for HP printers and MFPs—so you can rely on fast, consistent results.

Simplified user interface

Fueled by HP FutureSmart 4 printer firmware and workflow applications, the intuitive touchscreen provides access to device functions with powerful productivity.

Document management at the device

Scan faster and more reliably with speeds up to 240 ipm and an extended-life ADF that supports higher recommended monthly scan volumes. Pan images, rotate images, reorder pages, and merge pages while previewing scans at the device. Conserve file size, save digital storage space with efficient file creation. When scanning to PDF or JPG, HP A3 printers create significantly smaller file sizes.

Who is using A3?

- Architecture/Construction, Manufacturing, and Retail are the top three key verticals
- Those requiring print applications such as colour presentations, brochures, catalogues, engineered drawings, blueprints, payroll, and organisation charts
- Finance and HR departments have a higher use of A3/ 11" x 17" printing than others

Key customer insights and how to use them in selling situations

Insight 1

Customers decide to purchase at the point of need because they:

- Currently do not have an A3/ 11" x 17" printer, and increased business needs are key reasons for the first-time buy.
- Currently have an A3/ 11" x 17" printer at the end of its life, and they are looking for improved features and lower cost options to replace the printer.

During the sell:

- Identify why the customer is shopping for an A3 printer.
- If this is a first-time buy, probe the customer on their current business needs and don't forget to note needs they may be unaware of, such as printer security.
- If this is a replacement buy, probe the customer on what features they are looking to improve in comparison to their old printer.

Insight 2

80% of MFPs are sold through a contractual model; the larger the company, the more likely they are to use contractual printers.

During the sell:

Identify your customer's organisation size. If they are a larger company, ask if they have contractual printers in their fleet. If so, ask which printers. Reference the "Why HP LaserJet A3?" and "Selling against the competition" sections of this battlecard for competitive sales tips.

Insight 3

Companies almost always buy a brand they already have in their fleet.

During the sell:

Identify if the customer already has HP LaserJet MFPs or printers in their fleet. HP A3 LaserJets feature HP FutureSmart 4 firmware, allowing your customer to update HP printers, MFPs, and network scanners with the latest security enhancements, mobile device connectivity, or workflow features. With HP FutureSmart 4, even legacy products in your fleet can benefit from many of the same features as next-generation FutureSmart devices.[3]

What's new with the HP A3 Managed LaserJet Series (E778xx, E876xx)

In addition to the leading laser performance that you get with current LaserJets, you'll also enjoy:

- Lower operating cost per page (OCPP) with long life consumables and field replacement parts
- Flow options on all bundles
- More robust page volume and engine life (up to 50,000 pages RMPV)
- Larger and faster; up to 250 sheet ADF
- Latest print security features
- Latest HP printer firmware FutureSmart[3]
- Flexible, modular paper handling and finishing for maximum productivity
- Device-based sensing capabilities that monitor and diagnose many service needs
- Smaller footprint than previous generation

Selling against the competition

Ricoh:
Aggressive pricing has resulted in the worst financial shape of all competitors. New solutions are targeted toward health care, education, and financial services industry; however, servicing their hardware is difficult and time-consuming.

Kyocera:
Kyocera colour print quality remains toward the bottom of the competitive set and mono continues to be poor at default. New hardware has tolerance stack-up issues making it easy for users to unknowingly have an inoperable machine. Tampering is easy with no screws needed to access maintenance parts.

Fuji-Xerox:
Despite their recent announcement of the new 6-series, they continue to have a weak A4 portfolio offering as their devices place a lot of burden on the customer to maintain them versus building quality into the devices. Early indicators tell us they will continue to invest in lower quality devices.

Canon:
Although Canon has had strong A3 shipments provided primarily from offering strong SMB dealer support, they continue to lag in technology at the device (e.g., print quality, scan speeds).

A3 Financial Offerings[4]

HP Financial Services (HPFS) can help you deliver a complete print solution to your customer and accelerate their transition to new HP technology, while allowing them to preserve budget for other priorities. As HP's preferred financing partner, HPFS has flexible financing solutions to meet your customer's unique business needs.

Data security at end of life
HPFS asset management services ease concerns around data security and product recycling so customers are protected throughout the entire product lifecycle.

No surprises at end of contract
HPFS doesn't nickel-and-dime customers for wear and tear, and there are no surprise fees at end of term.

Competitive rates and flexible terms
HPFS works around your customer's requirements to give them a flexible agreement that matches their business needs, with the most competitive pricing for HP technology.

Security comparison

		HP	Xerox	Lexmark	Ricoh	Konica Minolta	Samsung	Canon	Sharp	Toshiba
Device protection	Sure Start (BIOS protection and self-healing)	✓	✗	✓	✗	✗	✗	✗	✗	✗
	Whitelisting (firmware and solutions)	✓	✓	✓	✓	✗	✗	✗	✗	✗
	Run-time intrusion detection	✓	✗	✗	✗	✗	✗	✗	✗	✗
Data protection	Storage encryption (hard disk & memory)	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Encrypted communication	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Secure storage erase embedded	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Investment protection (FutureSmart firmware)	✓	✗	✗	✗	✗	✗	✗	✗	✗
	Security monitoring and management	✓	✗	✗	✗	✗	✗	✗	✗	✗
Document security	User access control	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Pull-PIN print solutions	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Counterfeit and fraud deterrent	✓	✓	✓	✓	✓	✓	✓	✓	✓

Navigating the HP A3/ 11" x 17" Managed Color LaserJet MFPs portfolio— building the right printer for your customer

Product	E77822	E77825	E77830	E87640	E87650	E87660
Segment	Workgroup			Department		
Speed	Up to 22 ppm	Up to 25 ppm	Up to 30 ppm	Up to 40 ppm	Up to 50 ppm	Up to 60 ppm
Max input	3,140			6,140		
Recommended monthly page volume	30,000	30,000	30,000	40,000	45,000	50,000
Finishing options	In-cave stapler/stacker Booklet maker with hole punch* Stapler, stacker, and hole punch*					
Input	2 x 520 feeder 2,000-sheet bottom HCI tray			2 x 520 feeder 2,000-sheet bottom HCI tray 3,000-sheet side HCI tray		
Supplies	Yield: 34,000 (Black) Yield: 32,000 (Cyan, Magenta, Yellow)			Yield: 54,500 (Black) Yield: 52,000 (Cyan, Magenta, Yellow)		

* 2/3, 2/4, and Swedish Hole Punch available

Competitive comparison

	HP Managed Color LaserJet Flow MFP E77830dn/z	Canon imageRUNNER ADVANCE C3325i	Toshiba e-STUDIO3505AC	Ricoh MP C3004	Konica Minolta BizHub C308
PPM B/W LTR (ppm)	Up to 30	Up to 25	Up to 35	Up to 30	Up to 30
Duplex Y/N	Yes	Yes	Yes	Yes	Yes
Monthly duty cycle	300K	INA	210K	INA	100K
Standard input capacity (sheets)	1,140	1,200	1,200	1,200	1,150
Max input capacity (sheets)	3,140	2,300	3,200	4,700	6,650
Max output capacity	3,250	2,100	INA	1,625	3,300
Standard memory	6GB (dn) 7GB (z)	2GB	4GB	2GB	2GB
Hard drive	500GB (opt)	250GB	320GB	250GB	250GB
Control panel	8.0" (20.3cm) touchscreen, SVGA colour graphic display (CGD)	Keypad and 7" touchscreen	9" colour WVGA touchscreen tilting display	10.1" colour touchscreen	9" colour touchscreen
Touchscreen Y/N	Yes[5]	Yes	Yes	Yes	Yes
Keyboard Y/N	Yes[5]	INA	Opt/Bluetooth® keyboard	INA	INA
Physical key pad Y/N	INA	Yes	Opt	INA	INA
Connectivity	2 high-speed USB 2.0 host, 1 high-speed USB 2.0 device, 1 Gigabit Ethernet network	Standard Ethernet, standard 2.0 USB, opt wireless	Gigabit Ethernet USB 2.0 (high-speed) optional 802.11b/g/n, wireless LAN, optional Bluetooth®	Standard Ethernet, opt wireless, 2.0 USB	Standard Ethernet, 2.0 USB
Card reader/badge reader	Opt	INA	Opt	INA	INA
Fax Y/N	Opt	Opt	Opt	Opt	Opt
ADF type (dual, RADF)/capacity	Dual/100, Dual/250	Standard RADF/100	DSDF/300, RADF/100	DSPF/220	Opt RADF and DSPF/100
IPM (simplex, duplex)	Up to 120 ipm simplex, up to 240 ipm duplex	55 ipm simplex	Up to 120 ipm simplex, up to 240 ipm duplex	Up to 110 ipm simplex, up to 180 ipm duplex	Up to 80 ipm simplex, up to 160 ipm duplex
FPOT mono[6]	As fast as 10.4	INA	INA	4.6	5.6
FCOT mono[7]	As fast as 7.6	5.9	5.9	4.6	5.6

Competitive comparison (continued)

	HP Managed LaserJet Color MFP E87660dn/z	Canon IR ADV C5560	KYOCERA TASKalfa 6052ci	Ricoh MP C6004	Fuji-Xerox DOCUCENTRE-VI C5571 PFS
PPM B/W A4 (ppm)	Up to 60	Up to 60	Up to 60	Up to 60	Up to 55
Duplex Y/N	Yes	Yes	Yes	Yes	Yes
Monthly duty cycle	300K	INA	250K	200K	INA
Standard input capacity (sheets)	1,140	1,200	1,150	1,200	INA
Max input capacity (sheets)	6,140	6,350	7,150	4,700	INA
Max output capacity	3,250	3,250	500	3,625	INA
Standard memory	7GB (dn) 7GB (z)	4GB	4GB	2GB	4GB
Hard drive	500GB (opt)	250GB	320GB	320GB	160GB
Control panel	8.0" (20.3cm) touchscreen, SVGA colour graphic display (CGD)	10.1" colour touchscreen	9" colour touchscreen control panel	10.1" colour touchscreen	Keypad and 22.9cm colour touchscreen
Touchscreen Y/N	Yes[5]	Yes	Yes	Yes	Yes
Keyboard Y/N	Yes[5]	INA	INA	INA	INA
Physical key pad Y/N	INA	INA	Opt	INA	Yes
Connectivity	2 high-speed USB 2.0 host, 1 high-speed USB 2.0 device, 1 Gigabit Ethernet network	Standard 2.0, standard 2.0 host x 2, standard 3.0 host, standard Ethernet, standard wireless	Gigabit Ethernet, high-speed USB 2.0, 4 USB host interfaces, 2 expansion slots	Standard 2.0 x 3, standard 2.0 host, standard Ethernet, opt wireless	Standard Ethernet, opt wireless
Card reader/badge reader	Opt	INA	INA	INA	INA
Fax Y/N	Opt	Opt	Opt	Opt	Opt
ADF type(dual, RADF)/capacity	Dual/250	DSPF/150	Opt RADF/140, DSDF/270	DSPF/220	DSPF/130
IPM (simplex, duplex)	Up to 120 ipm simplex, up to 240 ipm duplex	Up to 80 ipm simplex, up to 160 ipm duplex	Up to 100 ipm simplex, up to 180 ipm duplex	Up to 110 ipm simplex, up to 180 ipm duplex	Up to 133 ipm duplex
FPOT mono[6]	As fast as 7.3	INA	3.8	INA	INA
FCOT mono[7]	As fast as 5.5	2.9	3.8	3.1	INA

For additional selling tools and competitive information, see:

HP Partner access: HP Partner Portal

HP Internal access: HP Sales Central

HP Internal access to Competitive Response SharePoint:
hp.sharepoint.com/teams/LES-CR

1. Based on HP review of 2016 published security features of competitive in-class printers. Only HP offers a combination of security features that can monitor to detect and automatically stop an attack, then self-validate software integrity in a reboot. For a list of printers, visit: hp.com/go/PrintersThatProtect. For more information: hp.com/go/printersecurityclaims. 2. Based on InfoTrends August 2016 report: "HP Market Leadership by Product Segments." 3. Some features enabled by future HP FutureSmart upgrades may not be available on older devices if, for example, physical product characteristics limit the functionality of the new feature. 4. Financing and service offerings available through Hewlett-Packard Financial Services Company and its subsidiaries and affiliates (collectively HPFSC) in certain countries and is subject to credit approval and execution of standard HPFSC documentation. Rates and terms are based on customer's credit rating, offering types, services and/or equipment type and options. Not all customers may qualify. Not all services or offers are available in all countries. Other restrictions may apply. 5. Flow models only. 6. First print out is measured using ISO/IEC 17629. For more information, see hp.com/go/printerclaims. Exact speed varies depending on paper size (letter or A4), system configuration, software application, driver, and document complexity. 7. First copy out and copy speed measured using ISO/IEC 29183, excludes first set of test documents. For more information, see hp.com/go/printerclaims. Exact speed varies depending on paper size (letter or A4), system configuration, software application, driver, and document complexity.

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