

Brochure



Ink for the enterprise— it's more than you think

HP Officejet Enterprise Color printers and MFPs



Acts like an HP LaserJet—but faster and more affordable.



The short story

HP ink has arrived for the enterprise. With the HP Officejet Enterprise Color printers and MFPs, get the reliability and solutions of an HP LaserJet—at up to twice the speed and half the cost per page as color lasers.^{1,2} Equip workgroups with proven HP technologies for fast, streamlined document tasks. Tackle color printing and high-volume jobs, page after page. Get durable, smear-resistant documents from HP pigment inks. This HP Officejet is the all-gain, no-pain addition to enterprise printing fleets.

It's ink for the enterprise, and it's much more than you think. Think reliability and workflow solutions just like HP LaserJets—at up to twice the speed and half the cost per page of color lasers.^{1,2} Think seamless integration, HP security, and easy management. Think high productivity and mobile printing features—plus durable, professional color. Think win-win—for your sales and for your customers. Introducing the HP Officejet Enterprise Color printer and MFP series.

Make no compromise

It's powerfully simple. Your customers demand both savings and performance. Now you can offer an HP Officejet that delivers color printing at up to twice the speed and half the cost per page of color lasers—with all of the solutions and reliability your customers have come to expect from HP LaserJet enterprise devices.^{1,2}

How your customers win

Faster than lasers—for less^{1,2}

- Quality color, up to half the cost—impress your customers with up to 50% less cost per page compared with color lasers.² This is HP's lowest letter/A4 color cost per page from an enterprise-ready HP Officejet.
- Everything they expect—for less. Your IT customers can now get all the full enterprise features they have come to expect at a low acquisition cost and the lowest total cost of ownership within HP's enterprise printers and MFPs.
- Keep their office productivity high with print speeds over 70 ppm—up to twice as fast as color lasers.¹
- Rely on durable color that is water-, fade-, and smear-resistant—and stands up to highlighters—thanks to HP pigment inks.³
- Proven HP PageWide technology prints the full-page-width in a single pass, at blazing-fast speeds, keeping up with even the most demanding environments.
- MPS customers can save by adding accent color to documents for the same cost per page as black-and-white prints.

Powerful productivity

- Offer super-fast, reliable scanning. Send scans to network folders, email, and more. The X585z MFP scans two-sided documents in a single pass and includes built-in LDAP addressing to simplify email distribution.⁴
- Help your MFP customers scan with accuracy—HP EveryPage technology helps capture every page and detect potential misfeeds before they slow users down—no matter the varying weight, size, or condition of pages.⁴
- MFP users can save time with the 8-inch (20.3 cm) color touchscreen—they can review and edit scans, adjust images, and launch jobs. Enter data quickly and accurately using the pull-out keyboard.⁴
- Give your customers a more convenient option for color printing—HP Officejet Enterprise devices can be placed wherever users need them most—near workstations and in small spaces. An optional cabinet and stand is available for all models.

Fully loaded for the enterprise

- Help safeguard your customers' sensitive data with a full suite of advanced security solutions and an encrypted HP High-Performance Secure Hard Disk.⁵ With the optional HP Imaging and Printing Security Center, IT staff can help securely deploy and monitor devices by applying a single security policy across the fleet.⁶
- Take the guesswork out of fleet management—your customers can centrally monitor and control their HP Officejet Enterprise Color printers and MFPs with HP Web Jetadmin.⁷
- Empower customers to work with the future in mind. HP FutureSmart firmware lets them upgrade the device on their schedule, whenever solutions advance.
- Help customers do more with their investment, with the HP Open Extensibility Platform (OXP)—it simplifies the development and deployment of optional solutions for expanded capabilities.
- Offer a device that can integrate optional productivity and security solutions through the hardware integration pocket.
- Help your customers enable easy mobile printing in their business, with optional wireless direct and touch-to-print technology—with no need to access the company network.^{8, 9}

Reliable performance—print after print

- Keep your customer's budget in mind with exceptional value from Original HP high-capacity ink cartridges.¹⁰
- Help them save time and reduce their paper costs with standard automatic two-sided printing.
- Your customers can count on an MFP or printer that's designed for longevity, through and through—with minimal parts that wear over time. On-site service and parts replacement is available with the Officejet Enterprise Print Mechanism kit.
- For paper intensive environments, the HP Officejet Enterprise MFP or printer can tackle large print jobs with an input capacity of up to 1,050 sheets.¹¹

HP's best choice for the environmentally conscious enterprise¹²

- Help your customers reduce their energy use—these devices have no fuser, and consume much less energy than many color lasers in their class.¹³ Customers can save even more energy by presetting the printer or MFP to turn on when they need it and off when they don't.
- These printers and MFPs meet ISO specifications for use in cleanrooms—making them perfect for offices and other sensitive environments where airborne particulates need to be minimized.¹⁴
- Help customers reduce paper use by up to 50% with built-in automatic two-sided printing. Plus, the HP Officejet Enterprise printers and MFPs use up to 90% less supplies and packaging by weight compared with lasers—for significantly less waste.¹⁵

Fully loaded with HP Enterprise LaserJet features



- Enterprise security, hard disk
- Enterprise-level fleet management
- FutureSmart firmware, full OXP solutions support
- Enterprise mobile printing options
- HP Easy Select color touchscreen⁴
- Advanced workflow features⁴

Plus all the advantages of HP PageWide Technology



- Print twice as fast as color lasers¹
- Half the cost per page of color lasers²
- Permanence, water fastness, and impressive print quality³
- Consumes less energy—with no fuser

One amazing product!



HP Officejet Enterprise Color X555 series and Color MFP X585 series

10 cool things to tell your customers about the HP Officejet Enterprise series

1. HP PageWide Technology enables blazing fast speeds with single-pass printing—and is the same technology found in top-end digital presses.
2. Print at up to twice the speed of color lasers¹—at up to half the cost-per-page.²
3. Make no compromise on quality—durable pigment inks resist smearing and fading.³
4. Take advantage of a small footprint—conveniently locate color printing near user workstations.
5. Easily route files to email recipients, network folders, or LAN fax addresses with the X585 series.¹⁶ HP Quick Sets let you launch document workflows and get it right every time—at the touch of a button.
6. Enable easy mobile printing—without the need to access the corporate network. These HP Officejet Enterprise printers and MFPs come ready to deploy optional HP wireless direct and HP touch-to-print.^{8,9}
7. Choose the Flow X585z model for additional features that make workflow easier and more efficient. Stay productive and scan directly to Microsoft® SharePoint®. Use the pullout keyboard for easy data entry. HP EveryPage reduces misfeeds. Optical character recognition lets you scan a page directly into an editable document format.
8. Depend on an HP Officejet Enterprise printer and MFP that's as robust as lasers—designed for demanding, high-volume workloads. Recommended monthly page volumes are as high as 6,000 pages per month¹⁷ and monthly duty cycles are up to 80,000 pages.¹⁸
9. Help save money and minimize interruptions. Print up to 10,000 black-and-white pages and 6,600 color pages per cartridge, using high-capacity Original HP ink cartridges designed for greater value.¹⁹
10. Reduce energy use—these devices consume much less energy than many color lasers in their class.¹³

Notes

¹ Comparison based on manufacturers' published specifications of fastest-available color mode (as of December 2013) and includes color laser MFPs ≤\$3,000 USD and color laser printers ≤\$1,200 USD, based on market share as reported by IDC as of Q3 2013 and HP internal testing of printer in fastest-available color mode (sample 4-page category documents tested from ISO 24734). For more information, see hp.com/go/printerspeeds.

² Cost per page (CPP) claim is based on the majority of color laser MFPs ≤\$3,000 USD and color laser printers ≤\$1,200 USD as of December 2013, based on market share as reported by IDC as of Q3 2013. ISO yield is based on continuous printing in default mode. CPP comparisons for laser supplies are based on published specifications of the manufacturers' highest-capacity cartridges. For details, see hp.com/go/officejet. CPP based on HP 980 ink cartridges' estimated street price. For more information, see hp.com/go/learnaboutsupplies.

³ Fade resistance based on paper industry predictions for acid-free papers and Original HP inks; colorant stability data at room temperature based on similar systems tested per ISO 11798 and ISO 18909. Water resistance based on HP internal testing, using paper with the ColorLok® logo.

⁴ Only available on the HP Officejet Enterprise Color Flow MFP X585z.

⁵ Hard disk is not available on the HP Officejet Enterprise Color X555dn model.

⁶ To learn more about HP Imaging and Printing Security Center or to obtain a free 60-day trial, please visit hp.com/go/ips.

⁷ Universal device plug-in is offered with HP Web Jetadmin 10.3 SR4 and higher. HP Web Jetadmin is free and available for download at hp.com/go/webjetadmin.

⁸ Mobile device needs to be connected directly to the Wi-Fi network of a wireless-direct capable MFP or printer prior to printing. Depending on mobile device, an app or driver may also be required. Wireless performance is dependent on physical environment and distance from the access point in the MFP or printer. For details, see hp.com/go/wirelessprinting. Wireless direct printing requires purchase of optional module.

⁹ Mobile device must support near field communications enabled printing. For a list of supported devices, see hp.com/go/businessmobileprinting. HP touch-to-print requires purchase of optional module.

¹⁰ Page volume based on HP 980 Black Original Ink Cartridge. Average based on ISO/IEC 24711 or HP testing methodology and continuous printing. Actual yield varies considerably based on content of printed pages and other factors. Some ink from included cartridge is used to start up the printer. For details see hp.com/go/learnaboutsupplies.

¹¹ 1,050-sheet input capacity with 500-sheet tray 3 (included standard with the X555xh model) may be added as an optional additional purchase to the X555dn, X585dn, X585f, and X585z models.

¹² Compared with all HP enterprise-level printers and MFPs.

¹³ Majority of color laser MFPs ≤\$3,000 USD based on market share as reported by IDC as of Q3 2013; for details, see hp.com/go/officejet. Energy use based on internal HP testing. Actual cost and energy usage may vary.

¹⁴ Based on results of third-party testing of HP Officejet Enterprise Color MFP X585 series with HP 980 Original ink cartridges.

¹⁵ Compared with the majority of color laser MFPs ≤\$3,000 USD and color laser printers ≤\$1,200 USD based on market share as reported by IDC as of Q3 2013. Calculation compares weight of supplies and cartridge packaging needed for similar amount of pages based on ISO yield and continuous printing.

¹⁶ Fax functionality is only available standard on the X585z and X585f models. Fax functionality may be added as an optional accessory to the X585dn model.

¹⁷ HP recommends that the number of pages per month of imaged output be within the stated range for optimum device performance, based on factors including supplies replacement intervals and device life over an extended warranty period.

¹⁸ Duty cycle is defined as the maximum number of pages per month of imaged output. This value provides a comparison of product robustness in relation to other HP LaserJet or HP Color LaserJet devices, and enables appropriate deployment of printers and MFPs to satisfy the demands of connected individuals or groups.

¹⁹ Average based on ISO/IEC 24711 or HP testing methodology and continuous printing. Actual yield varies considerably based on content of printed pages and other factors. Some ink from included cartridge is used to start up the printer. For details see hp.com/go/learnaboutsupplies.

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