

Henry V Events

Portable All-in-One does it all for busy sales executive



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—Katja Asaro, managing director, Sales, Henry V Events, Portland, Ore.

HP customer case study

To deliver presentations, capture signed contracts and deliver copies on site at customer meetings, Henry V Events chose the HP Officejet 150 Mobile All-in-One

Industry

Event marketing

Objective

Deliver full office functionality to a sales road warrior

Approach

The managing director of Sales for an event-marketing agency chose the HP Officejet 150 Mobile All-in-One

IT improvements

- Ability to scan, copy and print during client meetings in the field cements Henry V Events' reputation as the “Swiss Army knife” of event planners

Business benefits

- Sales director delivers updated event plans, signed contracts immediately following client meetings
- Clients equate performance of sales meeting field technology with organizational capabilities to deliver event service



Katja Asaro spends half her time on the road, meeting with clients and planning events. Day after day, she needs to revise and print presentations, make copies of signed contracts, and more.

In the past, that meant she was a frequent customer at quick print shops. Often she had just minutes to generate new documents and run to a meeting.

Now she can print, copy and scan documents in her hotel room, her car, or even during a meeting, using the HP Officejet 150 Mobile All-in-One, the world's first portable all-in-one,¹ and the world's smallest all-in-one printer.² A long-life lithium ion battery is included, which prints up to 500 pages when fully charged.

“The Officejet Mobile AiO has been a lifesaver for me,” says Asaro, managing director, Sales, at Henry V Events. “It amazes clients that I can print and copy documents right during our meeting, and with all the quality that would you expect from a large office printer or copier. Sometimes people say the quality is even better than their office printer.” The Officejet Mobile AiO produces fade-resistant documents with laser-quality black text and vivid color graphics³, as well as lab-quality 4 x 6-inch borderless photos, using Original HP inks.⁴

Customer solution at a glance

Application

On-site printing, copying, scanning in the field

Hardware

- HP Officejet 150 Mobile All-in-One

“Swiss army knife” of mobile printers

Henry V Events, based in Portland, Oregon, is an event marketing agency that puts on events nationwide for large corporate clients—everything from press and dealer events to product launches and conferences.

Asaro’s responsibilities include client relations and new business development. She presents Henry V’s capabilities to new clients using Microsoft® PowerPoint® presentations. She meets with established clients one-on-one to discuss how events will occur and determine how Henry V Events will create them. She often leaves behind a document that summarizes the meeting and Henry V Events’ expected role.

“What we sell is efficiency. We sell the idea that we’re the SWAT team that comes in to make your event smooth and effective and communicates a crisp presentation to your audience,” she explains.

“It helps me instill confidence when I walk into a meeting with the capability of a full office. We are the Swiss army knife of the event business, and I walk in with my notebook PC and the Officejet Mobile, which is the Swiss army knife of mobile printers.”

Hard copy matters

If her meeting requires a leave-behind document, Asaro produces it immediately—whether it’s a plain text outline or a detailed PowerPoint presentation with complex color graphics of a trade show layout or multiple product images.

Sometimes a meeting requires more copies of a presentation than planned, or an updated version of a presentation that was sent previously. “If I walk into a room and find I need to deliver an extra few copies of my presentation, it’s no problem. The Officejet Mobile AiO can print them quickly,” she says.

In fact, there’s no limit to the range of documents that customers might want to hold in their hands—from presentations to proposals and executive speeches. “People are used to getting lots of electronic messages today,” she notes. “But if you want to communicate that something is really important, paper is still the way to do

it. Paper isn’t going away. It’s just taking on a different role. People like having things on paper—something concrete—that they can refer to quickly.”

More than once, clients have told her how impressed they are that she can produce extra copies on site, and do it quickly.

“Some clients have told me it’s faster than their office printer,” she recalls. In some cases, she disconnects her own notebook PC and passes the USB cable over to her clients to print their own content. The Officejet Mobile AiO prints at up to 22 ppm black/18 ppm color and ISO speeds up to 5 ppm black/3.5 ppm color.⁵ “You’re always the hero when you walk into the room and you have the equipment no one else can provide.” The Officejet Mobile AiO can also print wirelessly using a Bluetooth connection from select notebooks and smartphones.⁶

In meetings where clients sign off on a proposal, Asaro doesn’t just generate hard copy of the newly negotiated agreement for the customer’s signature, but also scans the signed document and provides a copy of the completed contract.

Not just mobile, but reliable

Asaro needs an all-in-one that’s not just mobile, but also reliable. One that stands up to the challenges of a road warrior. The Officejet 150 Mobile AiO delivers dependable performance and is drop-tested for durability and tested to work in hot, humid environments.

She has recently begun using the HP Mobile Printer and Notebook Case, which is sold separately and is designed to carry the Officejet 150 Mobile All-in-One and a notebook PC. “It fits like a glove. I pull the printer in and out of its case, use it virtually wherever I go, and it has held up to every challenge,” says Asaro. “I can scan and print from it in the car on surfaces that are far from level, without a problem.” For extended use away from the office, the HP Officejet Mobile Car Adapter is sold separately.

As a veteran user of the Apple iPhone, Asaro finds the Officejet’s touch screen interface familiar and intuitive. “The only difference is that I tap a little harder on the printer,” she says. “Overall, though, it’s quickly becoming a trusted and reliable friend in the field.”

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¹ Based on market research of comparable A4 mobile inkjet printers less than \$500 as of September 2011.

² Based on research of dimensions for currently manufactured worldwide A4 inkjet and laser all-in-one-class printers as of June 2012.

³ 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.

⁴ On photo paper only.

⁵ After first page or after first set of ISO test pages. For more information, see www.hp.com/go/printerclaims.

⁶ Notebook or netbook must be Bluetooth enabled. Includes Windows Mobile® phones. Additional fee required through third party service provider for BlackBerry smartphones.

