HP is committed to helping you capture business success.

Competing successfully in your market and pursuing new business opportunities gets a bit easier when you have a partner who is committed to your success. HP’s commitment to helping you grow your business is made real by people who are dedicated to delivering innovative business development tools and programs to you in numerous and unique ways.

The elements of HP’s business development offering—from HP Business Consultants to job estimators and marketing templates, to the unique ways HP delivers like the Digital Solutions Cooperative—work together to create value for your clients and revenue for your business.

A collective voice to HP Indigo
As active participants in our cooperative community, HP Indigo professionals have their ears turned toward Digital Solutions Cooperative members. Moreover, HP Indigo is looking to this new community as a collaborative partner to bring forth issues and ideas that will positively influence HP Indigo product direction and issue resolution.

Customizable web-to-print solutions
Powered by Saepio Technologies, Dscoop offers you a tool to market to your customers. Online customizable brochures allow you to add your own logos, contact and success stories. Want to talk one-on-one, VDP, direct mail or personalization? These tools allow you to do just that.

Dscoop Quarterly
Dscoop Quarterly is a printed quarterly publication. The newsletter features educational articles for sales and technical teams for both commercial and label and packaging companies as well as the latest industry information from prominent third-party research firms. Discover innovative ideas for your business based on new product releases and unique applications from Dscoop partners.

“2008 Dscoop Annual Conference provided a great opportunity for learning and networking. The sessions were on point and presented by true experts. I return to the office re-energized and ready to implement some exciting new ideas.”
—Scott Dubois, Reynolds DeWalt

“Dscoop has enabled me to become a better business leader through idea exchange, networking and education. I take a tremendous amount of pride being associated with Dscoop as it represents the most impressive coalition of thought leaders in the industry...all striving towards a common goal of launching their businesses to new levels of success and profitability.”
—Chris Wells, President, LaVigne Printing

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Annual Conference
The Dscoop Annual Conference is something you and your team should attend each year. With 1,200 attendees, it’s easy to bump into a peer or industry leader to bounce new ideas off of. With more than 70 sessions and workshops covering all areas of your business, this is the best conference in the industry for HP Indigo owners to learn from to help grow your business.

Partner connection
Dscoop is your connection to solutions in the industry to help you be more successful. With more than 50 partners contributing their products, services and expertise to the community, you will receive a new idea each time you visit the website. Enjoy special discounts that Dscoop partners offer to Dscoop members, and be the first to hear about new releases and announcements in the industry.
Dscoop—the Digital Solutions Cooperative

An exclusive opportunity for HP Indigo owners and sponsored by HP, this user-driven forum of HP Indigo Press owners, HP Indigo experts, HP experts and partner companies allows you to share ideas, knowledge and influence HP Indigo product strategy. Participate in monthly business, technical and sales training, online forums, networking opportunities and educational conferences.

“Dscoop opened my eyes to where the printing industry is headed. It is a brave new world and having a peer group that can help you navigate through it is vital. Dscoop is the map.”
—Scott Buswell, Printing Specialist Corporation

Dscoop provides:
• A network of industry professionals helping you succeed. No matter what stage of life your business faces, the Dscoop community is able to help you maneuver through the tough areas and give you innovative ideas, advice and expertise along the way. There is no other group like Dscoop in the industry. To take full advantage of what Dscoop has to offer, make sure you participate.

For technical professionals
• A comprehensive learning forum on best-practices in the efficient operations of HP Indigo Press equipment, front-end workflows and finishing solutions.
• A coast-to-coast think tank of user-based topics, operation tips and product proficiency guidelines.
• A line-of-sight relationship to HP Indigo professional resources.
• A community of peers who share a common vested interest in HP Indigo technology enhancements.

Dscoop is committed to providing members with increased profit, revenue and productivity improvements.

For business professionals
• A network of print industry leaders sharing ideas and success stories in a non-competitive environment.
• A medium for obtaining information, solutions, data and education to grow your business interests.
• Collective influence on HP Indigo regarding product direction and enhancements.
• A harmonized voice to future industry markets for HP Indigo-printed products.
• Increased revenue for owners.
• Productivity improvements for operators.
• Developing opportunities for sales personnel.
• Enhanced value for HP products and services.

Member benefits

Real-time and on-demand webinars
Multiple HP Indigo focused content-rich webinars on timely technical, business and marketing topics are launched each month. Webinars are presented as real-time events to allow for interaction and are also made available for download by members to provide subsequent on-demand viewing and internal sharing. Dscoop hosts 36 webinars per year that are accessible via the web or for online download to an iPod.

Online community forum
Swap ideas, exchange experiences and get specific questions answered in real time, right from your desktop through the Digital Solutions Cooperative online community forum. HP Indigo users and HP Indigo professionals alike can participate in electronic dialogue at their own convenience, staying connected with peers and professionals throughout the year. Last year, the forums had more than 55,000 views with thousands of questions and replies.

Tools and Programs
Penetrate new market segments and demonstrate the business value of your digital capabilities with comprehensive tools and programs that help you grow your business.

“One of the things I’m very impressed with is the fact that they’ve given us some great tools to market the press. That’s exceptional.”
—Jim Tepel, President and Owner, Tepel Brothers

Marketing tools
HP stands beside you in the marketplace to create demand for HP Indigo pages. Through involvement with the industry at large, enterprises and consumer packaging companies, HP continues to facilitate the industry transformation from conventional pages to digital prints. Use these tools to demonstrate the business value of your digital capabilities, open up sales opportunities and turn prospects into customers.

Customizable marketing templates—Market your digital services using this collection of brochures, sample POP signage, direct mail, posters, statement stuffers and tent cards.

Open House guide—Follow this plan and leverage the marketing templates to host prospects at your site.

Sample print files—Use files from HP to create print samples that showcase your digital capabilities to prospective customers.

Digital press ROI calculators and estimators
Get an accurate performance prediction and identify the type and quantity of conventional print that can be produced profitably on your HP Indigo Digital Press. It’s a simple way to understand your return on investment in advance. You can also compare the costs of printing a job conventionally to printing digitally. Identifying the optimal method of production on a job-by-job basis allows you to make better decisions and maximize profitability.

HP Indigo Customer Affiliate Program
HP offers HP Indigo customers access to a customized website, free shipping and discounts of up to 10% on HP commercial products including printers, desktops, mobile PCs, digital cameras, storage, networking products and more. Product discounts are available only through the HP online store or by calling 800-888-0315 and mentioning access code INDI. HP Indigo printing supplies are not available on the HP online store, however they can be ordered on the My HP Indigo website.

Building your large format business for commercial printers
Jump-start your large format business with this guide to creating and selling signage using your HP Designjet printer. You’ll get instructions for producing eye-catching signs, posters, and banners. Plus, you’ll learn what to charge for signage products, how to identify your target market, where to find support resources and much more.

For HP commercial customers
Tools and Programs
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"In this marketplace, we're not just selling digital printing to our customers, we're selling the HP technological advantage. Tools like online videos at myhpindigo.com and customizable marketing templates enable us to show how we have a product that is a cut above."

Susan Moore, President, DPI

“Marketing in the Digital World” focuses on building a marketing plan and using facts, figures and practical tools to capture business success.

Vertical market knowledge—Market overviews for automotive, retail and financial services help you decide which vertical markets to target. Couple these with detailed industry research to build upon your marketing plan.

HP Delivers
HP is unique in the way it delivers. You will find HP tools and programs online and delivered directly to you through industry engagements and communities like Dscoop.

Training
Marketing courses—Practical courses delivered by experts that help you capitalize on existing opportunities and penetrate new market segments.

"How to" application guides—Learn more about making the move to digital or integrating your press into your existing business workflow. The "how to" guides cover topics relating to digital workflow, media, priming, finishing, ink capabilities, personalization and all the technology that keeps you competitive.

HP Designer Guide—Provide your designers with information on suitable file formats, layout preparation, how to personalize prints, maximize the potential of color using special inks and spot colors and make the most of different substrates.

HP Indigo on-press—Offer your customers 5 and 6-color printing for jobs that demand PANTONE® colors, with no need to change the inks on the press. Use the samples in the Color Kit, the HP Indigo on-press kit and the PANTONE® swatchbook digital files to show your customers your differentiating capabilities.

HP Indigo ink mixing capabilities and services—Using HP Indigo’s extended 7-color capability, produce off-press PANTONE® matching special colors easily and cost-effectively for reliable and repeatable corporate and brand-accurate colors and spot color proofs.

Guides
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Business Success Kit
This powerful kit provides you with all the tools described in this brochure. With these resources at your fingertips, you’re well equipped to demonstrate the business value of your digital capabilities and grow your business.

My HP Indigo portal
www.hp.com/go/myhpindigo—This exclusive customer portal is a complete e-resource to help you manage and grow your business. Manage your press performance, order supplies, find the right media, download reports and technology documentation, access technical support for your pre-press and printing activities, download marketing tools and more.

Supplies Order Advisor—Easily calculate the quantity of supplies to order for your HP Indigo Press and efficiently manage your inventory of on-site supplies.

Media Locator—Offer your customers superior quality and flexibility from a list of HP-certified vendors. Find the media—including a diverse range of standard and special label, packaging and specialty substrates—matched to your customers’ needs, your press and your job or use our own HP Indigo Printing Paper.

Industry events and associations
HP’s presence and participation with associations and at events in the marketplace facilitates partnering with customers and driving market innovation.