



Technology for better business outcomes

## Join the HP Imaging & Printing Reference2Win Program

### Sharing Best Practices

You've leveraged HP Imaging & Printing offerings to achieve real-world benefits and exceptional business outcomes. Now reap the professional benefits.

Share your experience, demonstrate your business efficiency, and promote the value of your success to your own stakeholders and peers. Explain to others how you realized your company objectives with technology improvements. Create new opportunities for yourself by reaching across the HP community and beyond.

How? Join the HP Imaging & Printing Reference2Win Program!

#### Share your success.

As a thought leader and strategic customer, you are invited to participate in activities that provide visibility for your team and company. These could include:

- HP public client list for presentations or RFP's
- 1:1 phone calls with prospective HP customers
- Reference site visit by another customer
- Powerpoint slide publication on the HP website and inclusion in sales presentations
- Testimonial quotes
- Press releases or published articles
- Press and analyst interviews
- Video and Podcast interviews
- Speaking engagements
- Web seminars

You and your communications department decide which of these activities you'll participate in. You determine the frequency of your participation.

#### What's in it for you?

The benefits of being featured in the HP Reference2Win (R2W) program can extend both to you and your organization.

You can network and share experiences with peers in other companies and illustrate how the integration of HP IPG products and services have helped you deliver results, cut costs, and improve processes. HP developed

"Being interviewed for a case study was easy. The overview of our technology integration helped reinforce how successful we had been and the benefits we've realized."

Lawton Smith,  
vice president  
for printing  
and imaging,  
DirectPointe,  
Lindon, Utah

materials can become your tools to highlight leadership and success. Such visibility can provide opportunities for professional advancement.

In addition, R2W visibility will enable you to promote your organization as an industry leader innovating business solutions with cutting-edge technology.

## Options Made Easy

It is easy to be a reference. You choose the activities in which you want to participate, the frequency and the scope. And any participation is dependent on your schedule and availability.

- Interviews and meetings with key leading industry analysts will help shape the thinking of influential players in the market, from buyers and suppliers to the media and financial investors
- Press release activity with HP will allow you to gain visibility in a wide range of publications and online avenues
- A case study will demonstrate how your company has implemented HP technology to improve business processes, save costs and benefit your own customers
- A reference video can help you engage more effectively with your own customers, potential customers and industry peers, bringing your business success to life
- A speaking engagement at a vertical industry event can help increase visibility to peers and promote professional networking opportunities
- Meeting with peers in your industry can increase knowledge share of unique best practices

Activities with public visibility may require approval by your communications department. These include appearing on the HP public customer list; providing testimonial quotes; or participating in a press release, published article, case study, video interview, press interview, or speaking engagement during an HP public event.

One-to-one activities that involve no public exposure are reference telephone calls, reference site visits, and analyst interviews.

## R2W activities can include:

Reference type	Typical Activities	Audience
One-to-one references	<ul style="list-style-type: none"> <li>• Reference telephone call</li> <li>• Site Visit</li> <li>• RFP customer list</li> </ul>	Customers
Public references	<ul style="list-style-type: none"> <li>• Press activities</li> <li>• Speaking opportunities</li> </ul>	Customers
Industry materials	<ul style="list-style-type: none"> <li>• Analyst Research Papers</li> <li>• White Papers</li> </ul>	Customers
HP-published materials	<ul style="list-style-type: none"> <li>• Case studies</li> <li>• Reference slides</li> <li>• Customer quotes</li> </ul>	Customers

## How can I get involved?

To join the HP Imaging & Printing Reference2Win Program, contact your HP sales representative. An email will provide the detail for you to specify willingness to participate in specific R2W activities.

To learn more about this program and its benefits for you and your company, email us at [reference2win-AMERICAS@hp.com](mailto:reference2win-AMERICAS@hp.com).

To learn more, visit [www.hp.com](http://www.hp.com)  
[www.hp.com/go/casestudies](http://www.hp.com/go/casestudies)

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