Having the right technology behind your business is key to successful returns. Without it, the outlook’s not so sunny. And the expansion of your business—whether you’re a small company, enterprise, or print service provider—is dependent on embracing the latest technology. But how do you make the leap to the newest growth-producing printing equipment without straining your financial resources?

Whether you’re looking to acquire the latest HP Indigo, HP Designjet or perhaps an HP Scitex, HP Financial Services makes it easy for you to intelligently and economically manage your business technology investment. We’re part of HP, and develop flexible solutions that address your business needs and fit within your budget. So go ahead—from postage stamps to building wraps, now’s the time to finance your digital difference with HP Financial Services.
To buy or not to buy?
When it comes to digital printing, you need to make smart investments in technology that will grow with your business. Once you’re out marketing and selling digital print services, it’s crucial that you have the right technology and know-how to deliver on your promise.

Given the impact that printing has on your budget, investing in a printer that is fast, efficient and reliable is essential. Still, you don’t want your printer to be a large expense or to become a drain on your cash reserves or lines of credit. Does that mean you should lease?

The power of leasing
Many people believe that leasing is for small and midsize businesses that need to conserve capital. But there’s much more to it than that.

Free up capital for other uses
Leasing helps you conserve capital. It means no large upfront payment and no required compensating balances. Additionally, incidental costs—like sales taxes and installation charges—can be bundled into the lease rather than paid upfront.

Align payments with benefits
Leasing lets you to align the monthly cost of your printing assets with the economic and business benefits they provide, and spreads payments out over the useful life of the assets.

Stabilize cost of ownership
Many people believe that the total cost of ownership for printers decreases after the third year of ownership. In many cases, the expenses of increased maintenance and downtime can cause costs to rise in years four, five and six. When you lease for shorter periods of time, you enjoy the benefits of the latest technology.

Protection against risk
Older printing technology can be expensive to operate and maintain, and also may be less efficient. Leasing establishes a schedule for equipment renewal that can protect you against worries of obsolescence. Leasing also can offer the ability to upgrade or refresh technology as your business needs change.

Eliminate end-of-useful-life concerns
When you own your printers, the disposal costs associated with old printers can add up—whether you recycle or trade them in. Leasing is a smart, economical solution. At the end of the lease term, simply return the equipment. HP Financial Services can manage disposition safely and in accordance with applicable environmental laws.

About us
HP Financial Services makes it easy and economical for customers to deploy world-class technology in ways that meet their business needs. We offer financial solutions that help customers manage to the lowest total cost of ownership—from planning and acquiring technology all the way to replacing and retiring it. And we help customers manage the risk of dealing with older or surplus IT equipment.

For more information
To learn more about our offerings and special promotions, please visit us on the web:

www.hp.com/hpfinancialservices

In the United States, call us today at 1-888-277-5942.
In Canada, dial 1-800-HP-LEASE.