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## HP Canada Brings Print 2.0 to the Enterprise



With an expansion of its enterprise printing and imaging portfolio, HP Canada (NYSE: HPQ) is making a new push in the large business market, trying to change the way companies print.

Much like HP's Print 2.0 push in the SMB space, in the enterprise market the vendor wants to take a more holistic approach says Jean-Paul Desmarais, IPG marketing with HP Canada. It's not just about printers, he says, but applying knowledge and IT expertise to simplify the printing environment, improve the workflow and optimize the infrastructure with an eye on reducing costs and enhancing productivity.

With a suite of new management tools from HP, Desmarais says businesses can better understand their workflow and how printing fits into it. Companies can then make decisions to reallocate resources or make changes, such as shifting a higher capacity printer from a department under-utilizing it to a department with higher demand.

Read more at: <http://www.itbusiness.ca/it/client/en/CDN/News.asp?id=47900>