

hp success story



**ACL brings large-format
printing in-house**

Professional-looking documents are essential to the success of businesses in many industry areas. In the past, these businesses had no choice but to engage the services of an external print company. Today, however, more and more of them are exploring the benefits of in-house printing. Ashridge Consulting (ACL), for example, recently started to use the new HP DesignJet 100, which has been described as the world's first budget-friendly colour printer with A1 capabilities.

ACL is a UK-based management consultancy whose 50 consultants work with clients across the world and deliver a range of open programmes on organisational consulting. Its clients include well-known names such as American Express, Motorola, the National Health Service, Nokia, Xerox and many more. ACL is a wholly owned subsidiary of the Ashridge (Bonar Law Memorial) Trust.

professional presentation

"In the past, we had to pay £40 for a colour print on A1 paper," said IT consultant Dave Jones. "The cost was so prohibitive that we had to make do with alternatives such as sticking pieces of paper together with tape. Some of the things we wanted to do were ruled out completely because of financial considerations."

This situation changed completely when, as a long-standing user of HP printers, copiers and scanners, ACL was invited to beta-test the HP DesignJet 100 under the terms of HP's Early Bird Programme. At the end of the test period, it quickly took advantage of the opportunity to buy the printer.

Cost no longer stands in the way of ACL's efforts to present its services in a professional way. It can easily and quickly print Microsoft PowerPoint presentations, high-quality photographic prints and schematic diagrams in large format for display to both existing and potential clients. It is also printing templates that consultants delivering management training courses can write on as an alternative to plain-paper flipcharts.

"The HP DesignJet 100 is stylish, user-friendly and fun to use, with fast print speeds, superb output quality and low maintenance costs. It has become an indispensable tool for our business presentations, and our clients are highly impressed. We couldn't ask for a better solution."

Dave Jones, IT consultant, Ashridge Consulting Ltd

indispensable tool

Consultants, project coordinators, IT staff and the graphics department are all making use of the HP DesignJet to print out material using a variety of paper types and sizes. At busy times, it is used as a backup for the company's laser printer, printing A4 documents much more quickly and to the same high quality.

Jones estimates that ACL is saving about £500 each week by not using external print shops to do the work. Furthermore, the HP DesignJet delivers in minutes what would once have taken days of organising. Not surprisingly, more and more people within ACL are now asking for large-format output.

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challenge

- **Expand the range of business documents printed in large format (A1 and A2)**
- **Eliminate the need for makeshift solutions such as sticking bits of paper together with tape**
- **Identify a cost-effective alternative to expensive external print companies**

solution

- **Beta-test hp DesignJet 100 as part of hp's Early Bird Programme**
- **Buy the printer at the end of the test period**
- **Print out MS PowerPoint presentations, high-quality photographic prints and schematic diagrams in large format for display to clients and potential clients**

results

- **Services can be presented to the outside world in the most professional way possible**
- **In-house printing saves £500 a week by comparison with outside print shops**
- **Output is delivered in minutes**
- **The hp DesignJet 100 can also be used as a fast, high-quality alternative when the company's laser printer is very busy**

why hp?

- **Past experience of hp printers and other peripherals**
- **Exceptional value for money of hp DesignJet 100**
- **Opportunity to test an exciting new product at the beta stage**

customer at a glance:



industry sector: Management consulting

name: Ashridge Consulting Ltd

headquarters: Berkhamsted, UK

founded: 1986

telephone: +44 (0) 1442 843491

number of employees: 50

URL: www.ashridgeconsulting.com

technology highlights:

- **hp DesignJet 100 printer**
- **hp printer supplies**
- **MS Office applications**

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