



External Reference

Arkigrafix Corporation

Arkigrafix Corporation

Value: USD 1.6M

Industry: Signage

Region/Country: Philippines

Business Initiatives

- With several competitors embracing the latest innovations in digital printing, Arkigrafix Corporation realized that sooner or later they would need to upgrade their capabilities or risk losing market share and becoming obsolete.
- Numerous benefits: shorter turnaround times, customization for large and small job sizes, high-quality prints, 24/7 and location flexibility, as well as reductions in maintenance costs and environmental waste.

KPI's/Goals/Obstacles

- Although the benefits were obvious, acquiring such new digital printing technology would require a significant amount of money to pay for the technology, including time and resources to train staff.
- Even though Arkigrafix was convinced by the technology HP could offer as the market leader in large format printing worldwide, they were still not confident about transforming their business to this 'New Style of IT'.

Why we won: Demonstrate ROI & genuine partnership

HPFS Solution to Customer

- HP Scitex FB7600
- HP Financial Services (HPFS) Technology Refresh investment solution

Why HP

- HP Financial Services (HPFS) stepped in as a key enabler for HP
- Together with HP Graphics Solutions Business (GSB), HPFS consulted with customer to understand concerns, undertook a detailed Return On Investment (ROI) analysis, and offered suitable IT investment options for them to choose from
- Conveyed a genuine intention to partner for their long-term success
- Customer won over by this differentiated One HP experience