



HP Graphic Arts Capture Business Success Program

Overview

The HP Graphic Arts Capture Business Success Program (“Capture”) offers graphics customers a full range of tools to help them manage and grow their businesses. The program includes a collection of tools, training and programs for business development, including marketing templates, market research and online resources.

People and communities are a central part of Capture, with HP Business Consultants and the Digital Solutions Cooperative (Dscoop) community playing an integral role. The Dscoop organization, which is sponsored by HP, is a user-driven forum that allows customers to share ideas, gain knowledge and influence HP product strategy. Many Capture resources are available online to Dscoop members through the organization’s website, www.dscoop.org.

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For HP large-format customers – as well as HP Indigo press customers looking to expand and begin offering large-format printing – Capture offers a full range of tools to help print service providers gain a competitive edge in large-format printing. These tools include customizable marketing templates, co-branded advertising templates and data sheets.

In addition to online resources, HP customers receive Capture marketing kits developed for digital press or large-format printing operations.

Key features and benefits

- Locator guides for finishing equipment, digital front ends, and large- and super-wide format media
- Vertical market overviews for applications including graphic design, retail, fine art, photo merchandise, direct mail, books and publishing, and truckside and fleet graphics
- HP Graphic Arts Portal
- Large-format and digital printing market studies from Infotrends, INTERQUEST and Arbitron
- An Affiliate Program for free shipping and discounted prices on HP products, including computers and networking solutions
- Online marketing courses
- Customizable marketing templates and sample print files
- Open house planning guides

- Video clips, brochures, and new case studies and data sheets with information on establishing end-to-end, higher-value services
- Ongoing operator and prepress training
- Optional ramp-up on-site support after installation

More information about Capture is available at www.hp.com/go/graphicarts.

Availability

The HP Graphic Arts Capture Business Success Program is available now.

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