PrintArray Positioning Plan

Competitive Alternatives:

* HP OfficeJet Pro 9020
* HP Color LaserJet Pro M454dn

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|  | PrintArray | HP OfficeJet Pro 9020 | HP Color LaserJet Pro M454dn |
| All-In-One | Yes | Yes | Yes |
| Price | $1,099 | $449.00 | $799.00 |
| Ink or Toner | Ink | Ink | Toner |
| Recommended Monthly Page Volume (RMPV) | Up to 5,000 | Up to 2,000 | Up to 4,000 |
| Cartridge Cost (Multipack) | $499.00 | (VCE) $136.54 | (VCE) $794.14 |
| Pages per Set | 30,000 | 1,600 | 6,000 |
| Cost per Page | $0.02 | $0.09 | $0.13 |
| On Cost (12,000 pgs) | $240 | $1080 | $1560 |
| PPM | 24 | 20 | 28 |

Breakthrough Attributes:

* Black and Color ink prices are the **same!** (think school districts)
* Ultra high volume ink cartridges
* Proprietary firmware means zero updates, meaning fewer interruptions

Value:

* Immediate and enormous savings available, especially for those who print predominantly in color.
* Ultra high volume cartridges means running out of ink less, less waste, less space occupied for storing cartridge supplies and lower procurement costs. Also, there are fewer opportunities for error during cartridge installation.
* Avoid nag screens, random lockouts, and restarts; your printer is always ready when you are.

Target Market Characteristics:

* People who print up to 5,000 pages per month (up to 250 pages per business day)
* People with individual printers in their office (Non-Network Printers)
  + Orgs that are geographically diverse such as:
    - VDH
    - VSP
    - Probation and Parole
    - Secure perimeter customers in DOC
    - SoHo customers
* People who print predominantly in color such as educators

Market Category:

Personal AIO printers with heavy color use.

For those who want incredible savings on black and color printing, PrintArray offers some of the lowest cost per page printing available with outstanding quality. Switch to PrintArray for a convenient, low cost, low maintenance solution to your printing needs.