

# HP targets small units to drive growth

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**H**ewlett-Packard (HP), one of the largest information technology (IT) companies in India, believes that the low information technology penetration in small and medium enterprises (SMEs) across India offers huge untapped potential for IT companies.

To convert some of this potential into reality, HP India has launched the "Small is Big" regional outreach programme, which aims to reach out to key SME clusters in the country to educate them on HP's laser jet technology.

The company maintains that investing in the right technology could help SME businesses address multiple challenges and increase productivity.

HP India has launched a 360-degree initiative to encourage SMEs to adopt technology that makes a difference to their businesses.

According to Ajay Rawal, country category manager-commercial volume laser jets, Imaging and Printing Group, HP India, HP offers not just products, but solutions and tools, as in future it would be more critical to focus on a solution-oriented approach for SMEs.

The company has launched products such as the Carbon Footprint Calculator and Instant-On technology for SMEs, which help save costs and energy. The HP Instant-On technology uses 50 per cent less energy than traditional fusing while offering up to 50 per cent faster first page-out speed.

The Carbon Footprint Calculator gives users the power to evaluate their energy consumption, paper use, carbon output and the associated monetary costs of their printing environment, to understand how they can reduce their environmental impact through responsible printing.