



HP to reorganize printer business

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HP IPG announced plans to reorganize its printer unit. As part of this move, the company will be reducing its number of global business units from five to three. The new organizational structure will have three units in place—graphics solutions, inkjet and web solutions and laserjet and enterprise solutions.

Talking about the reorganization, Ravi Aggarwal, President, Imaging and Printing Group (IPG), HP India stated, "This move is designed to simplify the

organization's structure to drive business results, accelerate IPG's Print 2.0 strategy and sharpen focus on core business units while lowering costs and improving customer focus. This reorganization will percolate to India."

While the graphics solutions business will be led by Michael Hoffmann, Senior VP, the inkjet and web solutions business will be led by Stephen Nigro, Senior VP and the laserjet and enterprise solutions business will be looked after by David Murphy, Senior VP.

This move will also have an impact on the supplies business of the company, and HP's aftermarket business (both ink and media) will be a part of the inkjet and web solutions business led by Nigro.

In order to integrate businesses such as Snapfish, LogoWorks, Retail Photo Printing and Exstream and connect to hardware, supplies and software initiatives, the consumer and SMB offerings under the web services and software business, will be incorporated in the inkjet and web solutions business. Whereas, the enterprise offerings (Exstream Software and Halo) will fall under the laserjet and enterprise solutions business led by Murphy.

The inkjet and web solutions business will consist of consumer inkjet hardware, SMB business inkjet hardware; retail publishing solutions, Snapfish, Logoworks, ink supplies, media and technology platform development.

The laserjet and enterprise solutions business that is responsible for laserjet solutions (hardware, software and supplies) with focus on the enterprise segment will consist of laserjet printers and supplies, Edgeline, scanners, enterprise software solutions (Exstream Software, Web Jetadmin/Output Server), managed print services (products and solutions) and Halo telepresence.