

HP Piazza for Publishing

The future of publishing. Now.



This is where publishing is going. Lead the way with HP Piazza.

HP Piazza is reinventing publishing with a set of cloud-based services that make it easy to print only what you need, when you need it. This revolutionary advance, which includes a cloud-based content repository, enables you to significantly reduce your costs, bring inventory down to zero, and eliminate waste.

Yes, printing to order just got a lot simpler and more efficient!

Optimize your supply chain

HP Piazza is the ultimate set of services for supply chain optimization, enabling you to dramatically improve your capital and cash flow.

- Print only the books that are already purchased.
- Reduce transportation time and costs, with distributed printing.
- Keep inventory virtual, freeing up capital and reducing or eliminating warehousing costs.

Unleash the power of content automation

With HP Piazza, you can fully automate multiple stages of your workflow, from content ingestion through to inventory and order management. Automating these processes can save time and costs, reduce human error, and increase visibility and control.

- Content ingestion – Bulk upload titles, automate preflight, and utilize print specifications optimized for printing on HP presses.
- Virtual inventory management – Efficiently manage your catalog and versions, according to your settings.
- Order management – Simplify integration with your HP print service providers using the Site Flow API, distribute orders among multiple print partners, define your own order submission rules, and manage order fulfillment according to strict SLAs.

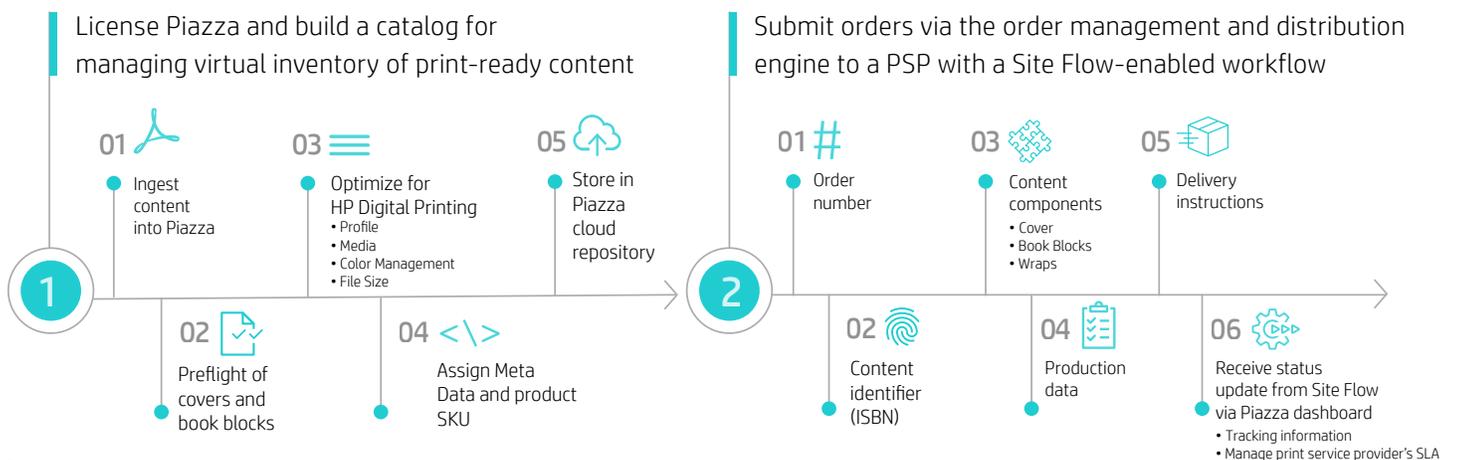
Print anywhere

Finally, you can reap the economic and environmental benefits of onshoring. Piazza delivers a proven platform for automated worldwide distributed print that enables you to work with your preferred print partners, anywhere.

- Rely on a network of your selected print service providers.
- Get your books printed and delivered quickly.
- Get superb quality on every book printed by your partners with HP presses, no matter where it is printed.



HP PIAZZA





Boost environmental performance

By eliminating scrap and waste, Piazza enables you to boost your environmental performance.

- Say goodbye to “print, pray, pulp” and instead only print what has already been sold.
- Shrink production-related waste with a digital process that dramatically cuts paper waste and usage of chemicals during press setup and binding.
- Reduce energy usage by eliminating book storage, destruction and disposal, and minimizing transportation of printed books.

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Did you KNOW?

The cost of scrapped inventory is more than just financial. For example, the resources used to produce the \$100 million worth of books pulped by just one publisher include:*

- 524,554 trees
- Energy to power 9888 homes for a year
- CO₂ emissions equal to the emission from 12,217 cars for a year
- Water to fill 656 swimming pools
- 1930 garbage trucks of waste
- Enough aluminum plates to build 51 F-18 fighter jets

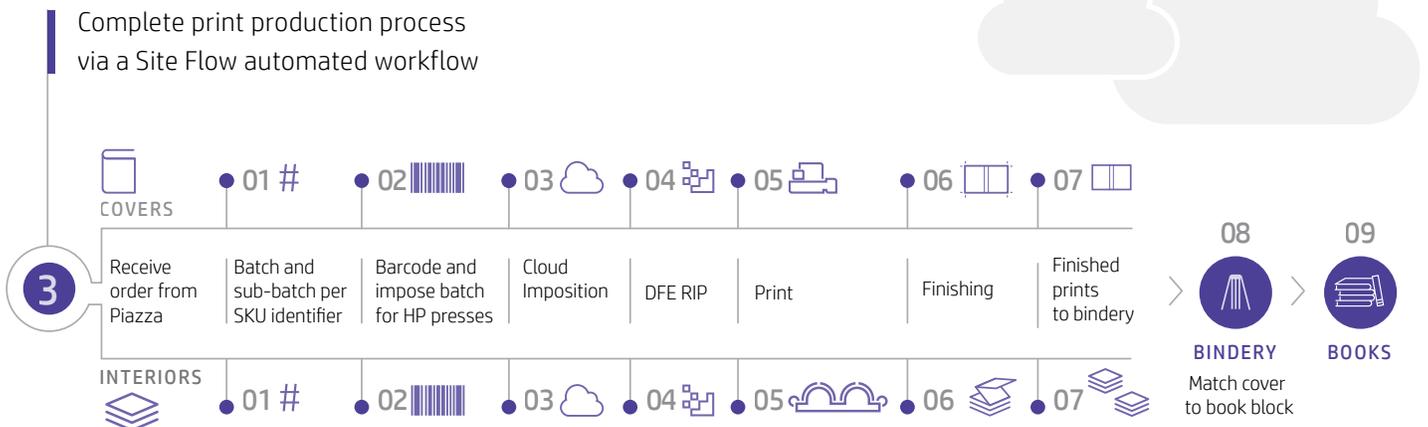


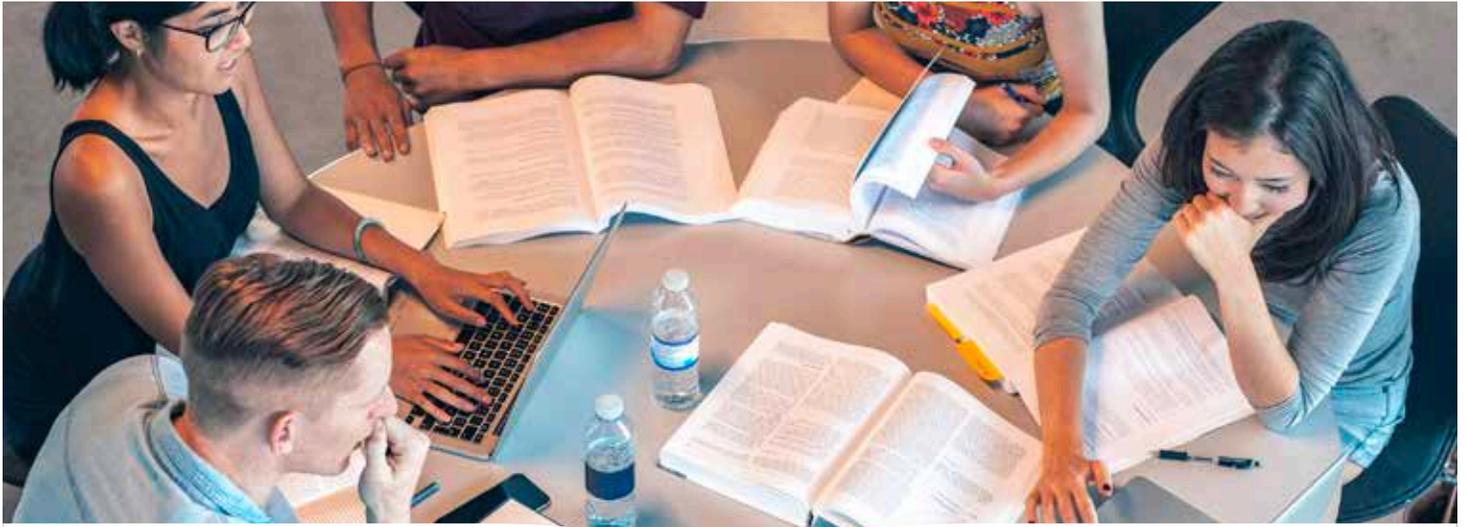
* Source: HP Internal calculations



HP SITE FLOW

Complete print production process via a Site Flow automated workflow





Innovative solutions for customizing education content

HP Piazza opens up new paths to fresh revenue by making it simple to customize titles you already own and sell them with a high-barrier firewall against the secondary market.

Finally, a new era in educational publishing has begun.

Do more with your existing content assets

HP Piazza makes it possible to leverage existing titles in unlimited new ways.

- Easily customize content to create special editions.
- Update content as often as you like.
- Delete and rearrange chapters, add or change content, add your school name.
- Create timely content that you sell for just one semester.

Address new audiences, capture new opportunities

With HP Piazza there are endless new publishing opportunities for your content.

- Print in multiple languages.
- Delete and add content for segmented audiences.
- Combine content from multiple sources and titles.

Improve your bottom line

HP Piazza opens the way to new revenue channels and cost reductions.

- Print in multiple languages.
- Earn more from premium-priced unique titles.
- Weaken the potential for secondary market sales.
- Remove content to create smaller, lighter books that cost less to produce and ship.

Learn more at
hp.com/go/PiazzaforPublishing

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