**HP’s “Just Right IT” portfolio for small businesses**

**Expanding new business opportunities for channel partners**

**HP’s “Just Right IT” portfolio includes new server, printer and PC products designed and priced to deliver affordability and value to small businesses.**

The HP “Just Right IT” portfolio makes it easy for micro and small businesses to get the right IT capabilities required at just the right time and the right price so that they can focus on serving their customers better. “With small to medium sized businesses still concerned and cautious about the economic situation they continue to focus on looking for new ways to simplify operations and grow their business, says Andrew McNiven, HP South Africa’s industry standard servers product manager. “HP, with the help of its channel partners, offers an extended technology portfolio with realistic financing options that enable the SMB to manage data expansions, improve employee productivity and retain, as well as attract clients.”

HP solutions increase productivity and simplify the management of business operations within micro and small businesses with increasing IT needs and constrained budgets.**HP line-up**Leading the line-up of Just Right IT offerings is the HP ProLiant MicroServer. This quiet, energy-efficient server combines affordability, performance and data protection for business with up to 10 employees. It assists in effectively centralising information and accessing files faster, enabling employees to share information with ease whilst ensuring the business and customer data is secure.The HP Officejet Pro 8500A e-All-in-One series and HP Officejet 7500A Wide Format e-All-in-One include HP ePrint and print apps, allowing users to send print jobs from any mobile device and directly access content from the web without a PC.From a cost perspective the Officejet Pro 8500A delivers professional colour at up to 50% lower cost per page than lasers, while the Officejet 7500A offers the lowest cost per page in its class.Data availability and protection is of paramount importance to any business. SMBs need to secure business data as well as maintain accessibility to information. HP data availability and protection solutions, such as the HP StorageWorks P2000 G3 Modular Smart Array (MSA), increases performance and storage flexibility. The HP Data Protector Express 5.0 Software is designed specifically for the general user with improved business continuity and a simplified user interface for managing backup and recovery.Communications and connectivity is integral to your business and wireless. Voice and data networks can be complex and difficult to manage, but with HP’s voice-over-IP and wireless offerings SMBs can connect up to 64 simultaneous mobile users to a network at significant speeds thanks to the HP V-M200 802.11n Access Point Series.“The Just Right IT portfolio lets channel partners save their micro and small business customers time and money by meeting the full range of technology needs – from printers and PCs to servers and networking – with one trusted partner,” concludes Niven.For more information on HP’s “Just Right IT” portfolio contact Andrew McNiven on 011-785-1000.