

FOR IMMEDIATE RELEASE

**HP Managed Print Services Expert John Johasky to Present Keynote at
European Managed Print Services Conference**

2009 European MPS Conference Signs Market Leader HP as Platinum Sponsor

October 7, 2009 – Lexington, KY – HP Managed Print Services expert John Johasky will present the keynote speech at the [MPS 2009 European Conference](#) scheduled for October 21-23 in Amsterdam, The Netherlands. In addition, HP has signed on as a Platinum Sponsor for the event. The 2009 Managed Print Services (MPS) Market Forecast from Photizo Group recently reported that HP had overtaken Xerox as leader in the global MPS sector in 2008, with a 34 percent share of global market.

“HP has established a strong leadership position in the growing MPS marketplace, so to have the support of a company of this caliber brings a great deal of credibility to the MPS Conference and validates its importance to the MPS marketplace,” said Ed Crowley, CEO and Senior Partner of the Photizo Group, which is hosting the MPS 2009 European Conference.

The Photizo Group estimates that the MPS market is worth over \$25 billion globally this year and is projecting it will be a \$60 billion market by 2013. The MPS 2009 European Conference will address the urgent need for information about the fast-growing [managed print services market](#). Johasky is vice president and general manager of Managed Print Services for HP’s Imaging and Printing Group. “With his background, John offers a unique and experienced perspective that will give attendees valuable insights into the dynamics of the MPS marketplace,” said Crowley.

Content Focused on MPS Success

Conference content features case studies, panels, exhibitions and interactive sessions that highlight successful approaches and practical ideas from actual MPS engagements. MPS decision makers, vendors and channel partners will benefit from an agenda rich with relevant topics. 21 different sessions address a broad spectrum of topics with speakers from across Europe providing expertise and insights. The line up includes MPS experts from IT Newfield, EKM4, Leads City Council, Nationwide Insurance, PulsarTec, Canon, LRS Europe, Relevance Biz and SolutionsWorx. In addition to newly signed Platinum Sponsor, HP, MPS Conference sponsors and exhibitors include DocuFacts, LRS, Netaphor, PerformIT, PrintFleet, and BERTL Research.

A two-track pre-conference workshop offers additional educational opportunities. One track is dedicated to decision makers responsible for implementing MPS engagements in their companies. The other track is specifically for dealers who are developing MPS offerings for their companies. Doug Johnson, an expert in dealer systems and a former Print Inc. (the first independent MPS company) executive, will lead the dealer track. Justin West (Nationwide Insurance) and Randy Elliott (former IT manager responsible for the Dow Chemical rollout) will drive the end user sessions.

For more information about the MPS 2009 European Conference, visit <http://www.mpsconference.com>.

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Media contacts:

The Photizo Group
Misty Hamel
617-921-5725
mhamel@photizogroup.com

ABOUT THE PHOTIZO GROUP

The Photizo Group is a leading research firm specializing in the analysis of the printing and imaging industry and specifically the Managed Print Services market. Photizo has become the market's main source for ongoing business intelligence about the rapidly growing opportunity of MPS. Since its landmark MPS study released in April 2008 to ongoing research covering North America and Europe, Photizo has emerged as a leader in dynamic business intelligence about the MPS market. Clients include eight of the top ten imaging manufacturers in the digital marketplace. Vendors, dealers and enterprises can find MPS information and resources at <http://www.managed-print-services.com>.

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