Mobile Print Solutions

Keeping Pace with the Modern Work Environment

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Situation Overview

Printer technology is improving every day to meet business challenges. Manufacturers are fielding a plethora of requests, demands, and security concerns to address the escalating needs of a mobile workforce.

Trends suggest smartphone and tablet users will continue to increase print volume in the 5-year outlook when compared to non-users. "While total U.S. mobile pages are expected to grow at a compound annual rate of 12% during the 2012-16 forecast period, non-mobile pages will decline 5%," said Angèle Boyd, Group VP and General Manager, Imaging/Output Document Solutions at IDC.[1]

HP has focused on advanced security and mobile print solutions designed to keep pace with the demands of, and threats to, the modern work environment. They cite these threats as becoming more sophisticated, industry regulations more complex, and workforces more mobile.

Mobile print solutions connect and integrate devices into existing printing workflows, enable secure printing from mobile devices in public locations, and provide printing capabilities for remote workers.

These advancements equate to significant opportunities for organizations of any size. Upgrading printers with new innovations, identifying sensible fleet consolidation, and implementing intelligent management can boost efficiency and reduce costs. These benefits not only optimize printer investments, but help minimize risk and have a positive impact on the overall bottom line.

By 2015, 37 percent of the global workforce will be mobile[2]. In response, businesses must provide printing solutions that are available, accessible, and secure.

In This White Paper

We'll take a close look at how HP is revolutionizing mobile printing and the how best to get on a path that puts several advantages within reach.

In the past decade, one of the biggest challenges of business productivity was printing whenever and wherever necessary. HP is driving today's mobile print experience, offering the latest technology to meet these needs, and anticipating the needs of tomorrow. HP has new IT solutions to facilitate your mobile printing projects, including Wireless Direct Printing and Touch-To-Print management strategies.

HP's mobility, manageability, and security features are key to how this new printing technology can improve how you do business:

- **Mobility:** Easily print from your Apple® or Android™ device
- **Manageability:** Embedded Web Server (EWS) or HP Web Jetadmin remote management software
- **Security:** Keep your information and data protected at all times

Smart Printing Technology

The following features are at the forefront of the new style of IT that promises simplicity, greater agility, speed, and lower costs.

Mobile Applications for Every User, Everywhere

Mobility inside and outside any organization is critical to success. Wireless devices provide workers with the flexibility to work anywhere, anytime—changing the way business happens while delivering increased productivity and greater profitability. HP applications address mobile requirements for on-the-go capabilities and improve the overall experience by enabling printing from any device.

Mobile applications must ensure a reliable print experience, regardless of operating system or platform. HP ePrint is a free download that enables printing wirelessly—with ease and virtually anywhere.

In addition, the HP All-in-One printer remote mobile application makes print, copy, scan, and remote printer management possible. This application is available for all Apple and Android mobile devices.

Infinite Wi-Fi Possibilities

Wi-Fi sends data at a brisk 55 Mbps, for quick printing of larger files, like photos, to the printer without bogging down the network. HP Wireless Direct connects any Wi-Fi capable device directly to a printer without a wireless router. Users will notice that the HP Wireless Direct connection from a tablet, smartphone, or notebook looks the same as a standard linkage to an HP printer.

HP Wireless Direct Connection

To expedite mobile printing execution and drastically improve print capability, HP wireless direct offers continuous printer availability. The feature supports up to 5 clients simultaneously and improves manageability with control for all mobile print jobs from the central print display. All printer functions are available using a mapped drive. Some printers can implement HP wireless direct with Print Only and Open modes.

Touch-to-Print

The HP Touch-to-Print solution uses Near Field Communication (NFC) technology to establish communication between a wireless device and an HP printer, enabling easy management of digital and print workflows. With HP Touch-to-Print, a direct wireless connection is established by touching the mobile device to the NFC antenna on an HP printer. Then it's as easy as "touch and done": open a document, touch the printer with the NFC-enabled mobile device, and effortlessly print the job.

Point-to-Point Protection

This is the new style of IT that HP is embracing with their peer-to-peer wireless secure mobile printing solutions, embedded mobile printing, and mobile print applications and software. HP is harnessing the latest technology to protect investments and keep information safe across every mode of mobile printing.

HP Mobile Printing at a Glance

	HP ePrint mobile app • Print wirelessly to any supported HP printer that is on the same local wireless network as your Apple or Android mobile device. • Print to any HP e-Print-enabled printer from anywhere in the world.[3] • Print to thousands of Public Print Locations that support HP ePrint. • Free downloadable software.
	HP All-in-One Printer Remote mobile app • Print and scan wirelessly both to and from any supported HP Web-enabled printer that is on the same local wireless network as your Apple or Android mobile device.[4] • Print to any HP e-Print-enabled printer from anywhere in the world.[3,] • Free downloadable software.
	HP ePrint • Print to any HP ePrint-enabled printer from anywhere in the world.[3] • No special app or software required.
	Apple AirPrint • Print to any AirPrint-supported HP printer that is on the same local wireless network as your Apple mobile device.[5,] • No special app or download required.[6]
	Print solution for Android and Kindle devices • Print wirelessly to any supported HP printer on the same local wireless network as your Android and Kindle devices. • No special app or software is required for Android 4.3[6] • Printing with Android 4.4 requires free downloadable software.

All the Buzz, Translated

HP Smart Printing technology has unleashed new possibilities to save time and money, reduce environmental impact, and improve productivity. HP has put leading edge print technology within reach like never before:

• Affordable, professional, color printing
• Industry-leading security
• Unmatched manageability solutions
• Easy-to-use mobile printing

HP's Smart Technology spans every facet of mobile printing to provide the simplicity, agility, speed, and cost savings users want to optimize investments.

General Mills realized more than $1 million in annual savings and more than 50% cost reduction by leveraging HP technologies and services. The success is attributed primarily to the optimization and more automated management of the printing fleet. General Mills optimized its fleet of printers by reducing the number of devices and standardizing on more capable multifunction printers, eliminating the need for dedicated copiers and fax machines. HP management tools helped automate the print management.[7]

These new HP Smart technologies are game-changers for today's workforce, placing power in the hands of users everywhere.

HP has successfully created mindshare around its cloud-enabled printers and ePrint solutions and services. Quocirca believes its strong market presence positions it well to lead innovation in the mobile print market.[8]

Getting Started on the Path to Smarter Printing

While the benefits from new printing technology may seem obvious, it's important to start with a strategy that maps out how mobility will be utilized within the organization. A comprehensive mobility strategy should encompass:

• Printing
• Portable devices
• Data service plans
• Usage policies
• Necessary training programs
• Networking requirements
• Management functionality
• Security needs
• Compliance and regulatory considerations

To begin, it's best to determine exactly how mobility will integrate into the existing infrastructure. A clear understanding of what you want to accomplish will make it easier to answer questions that arise throughout the process of implementing a mobile printing solution. It's also important to consider how you'll implement future technology as devices, applications, and infrastructures evolve.

Next, navigating device compatibility, security risks, wireless networking needs, and printer connectivity options deserve significant attention. The outcome will be better served if there is a complete understanding of the existing infrastructure's capabilities and your performance needs.

In summary, gather as much information as possible to make intelligent, informed decisions, and your printing investment will continue to pay productivity dividends for years to come.

Professional Services To Speed Success

The PC Connection family of companies has been trusted for more than 30 years to provide and transform technology into complete solutions that advance the value of IT. Our experts are qualified to help you utilize HP Smart Technology to simplify printing operations and drive down costs.

Design and Implement Mobile Print Applications

Our engineers can design and implement mobile print applications that meet the unique needs of your environment. Our team will also evaluate and configure solutions to fit your budget and applications.

Printer Suite Services

PC Connection offers a suite of printer services designed to better understand, plan for, and streamline operations. With the proper tools in place, you can effectively manage any size printer infrastructure to achieve significant savings and efficiencies.

• **Managed Print Assessment:** Provides detailed reports on device usage to help eliminate inefficiencies and drive better performance
• **Managed Print Services:** Reduce administrative, printer supply, and IT costs while increasing printer uptime
• **Supply Concierge Service:** Procure printing supplies at a competitive price with unmatched ordering convenience

More Information

Learn more about these services at www.pcconnection.com/mps.

1. Press Release-IDC Analysis of Tablet and Smartphone Users Debunks Printing, Scanning, and Document Management Myths February 6, 2013

2. IDC, "Mobile Printing Landscape, Transition to Early Adoption," August 2012, Doc. No. 236258.

3. This feature requires HP ePrint activation. See HP ePrint Mobile Apps FAQs for more details.

4. The Android version of the HP All-in-One Printer Remote mobile apps does not support in-app printing.

5. This feature applies to Apple devices only.

6. Some printers require a firmware update.

7. HP, "General Mills Saves with HP," Case Study, August 2011.

8. The mobile print enterprise, Quocirca, January 2012.

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