



## Defend your network with the world's most secure printing<sup>1</sup>

94%

of financial firms say copier/printer security is important or very important<sup>2</sup>



61%

of organizations reported at least a single print-related data breach in the past year<sup>3</sup>



43%

of companies ignore printers in their endpoint security practices<sup>4</sup>





## Only 18% of companies monitor printers for threats.<sup>4</sup> How about yours?

### Recognize hidden risks

IT is continually tasked with protecting confidential information, including employee identities and customer data, across multiple devices and environments. Although many IT departments rigorously apply security measures to individual computers and the network, printing and imaging devices are often overlooked and left exposed. When there are unsecured devices, the entire network can be exposed to a cybersecurity attack.

### Understand potential costs

Even one security breach has the potential to be costly. If private information is jeopardized due to unsecured printing and imaging, the ramifications could include identity theft, stolen competitive information, a tarnished brand image and reputation, and litigation. Plus, regulatory and legal noncompliance can result in heavy fines.

### HP can help

Defend your network with the world's most secure printing.<sup>1</sup> HP printers are always on guard, continually detecting and stopping threats while adapting to new ones. HP can help you automate device, data, and document protections with a broad portfolio of solutions. Our print security experts can help you develop and deploy an end-to-end imaging and printing security strategy.

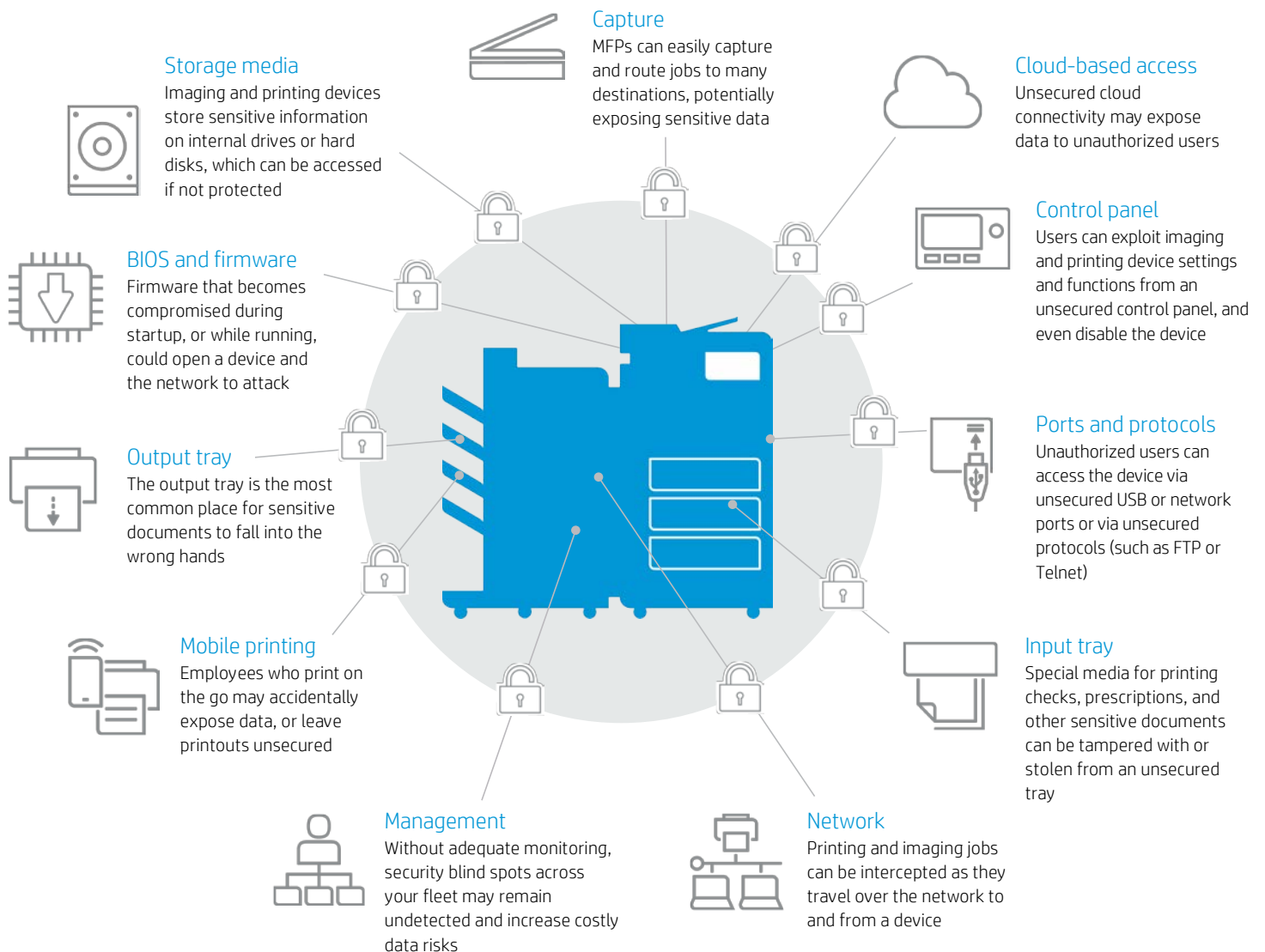
*“Testament to its long-term investment in print security, HP has the broadest and deepest portfolio of security solutions and services in the market.”*

– Quocirca, Jan 2017<sup>5</sup>

# Defend your devices, data, and documents

Critical gaps can occur at multiple points within your imaging and printing environment. Once you understand these vulnerabilities, you can more easily reduce the risks.

## Imaging and printing vulnerability points





## Protect the device



### Find out more

HP Custom Recycling Services  
[hp.com/go/businessrecycling](https://hp.com/go/businessrecycling)

HP Secure Managed Print Services  
[hp.com/go/securemps](https://hp.com/go/securemps)

HP printers are designed to work together with security monitoring and management solutions to help reduce risk, improve compliance, and protect your network from end to end. (Not all features and solutions are available on every HP device.<sup>6</sup>)

### Fundamental security practices

#### Encrypted storage with secure erase

Any sensitive information stored on the internal drive or hard disk is potentially vulnerable to theft. Many HP devices come with built-in encryption to protect data. When stored data is no longer needed, use built-in device capabilities to securely overwrite data and safely remove sensitive information.

#### Secure disposal

*HP Custom Recycling Services* can ensure data is eliminated from hard drives before responsibly recycling old products.

#### Secure printer repair access

Knowing the security practices of printer maintenance vendors will help protect sensitive data. Choose *HP Secure Managed Print Services (MPS)* or HP partners for expert assistance.

#### Disable unused ports and protocols

Reduce the attack surface through proper device configuration. Disable physical ports and unsecure protocols (such as FTP or Telnet) to prevent unauthorized access or use.

#### Administrator access control for device

Set administrator passwords so only IT staff or other authorized personnel can set up and configure device settings.

#### Whitelisting of firmware code

See the next page for information on how whitelisting can protect your fleet from malware.



## Advanced security practices

### Common Criteria Certification

HP business printers are certified as compliant with internationally recognized security standards, such as Common Criteria Certification (CCC) and FIPS 140. Ensure device firmware updates are code-signed to confirm authenticity and integrity of the code and to maintain compliance.



### Find out more

Embedded print security features:

- HP Sure Start (BIOS integrity)
- Whitelisting of firmware code
- Run-time intrusion detection
- HP Connection Inspector

[hp.com/go/PrintersThatProtect](http://hp.com/go/PrintersThatProtect)

HP JetAdvantage Security Manager:

[hp.com/go/securitymanager](http://hp.com/go/securitymanager)

### Print security features automatically detect and stop attacks

HP business printers include security features that help protect them from becoming an entry point for attacks on your network. Only HP print security offers real-time detection, automated monitoring, and built-in software validation to stop threats the moment they start.<sup>7</sup>

HP business printers, from Pro<sup>8</sup> through Enterprise,<sup>7</sup> are always on guard, continually detecting and stopping threats during all phases of operation:

- **During start up.** The boot code (for Pro devices) or BIOS (for Enterprise devices) is a set of instructions used to load critical hardware components and initiate firmware. The integrity of the code is validated at every boot cycle—helping to safeguard your device from attack.
- **When loading firmware.** *Whitelisting* automatically checks firmware during startup to determine if it's authentic, good code—digitally signed by HP. If an anomaly is detected, the device reboots to a secure, offline state and notifies IT.
- **During run-time.** HP embedded features help protect device memory while devices are powered on and connected to the network—right when most attacks occur. In the event of an attack, the device shuts down.

### HP Enterprise devices can self-heal

In addition to being able to detect and stop threats, HP Enterprise printers automatically self-heal from attacks, so IT doesn't need to intervene.<sup>7</sup> These features automatically trigger a reboot in the event of an attack or anomaly. Administrators can be notified via Security Information and Event Management (SIEM) tools such as ArcSight, Splunk, and SIEMonster.

- *HP Sure Start* is the industry's only self-healing BIOS.<sup>7</sup> If the BIOS is compromised, HP Sure Start restarts with a safe "golden copy" of its BIOS.
- *Run-time intrusion detection* monitors complex firmware and memory operations, automatically stops the intrusion, and reboots in the event of an attack.
- *HP Connection Inspector* evaluates outgoing network connections to determine what's normal, stop suspicious requests, and thwart malware by automatically triggering a reboot.

With the investment protection of upgradeable HP FutureSmart firmware, you can add whitelisting, run-time intrusion detection, and HP Connection Inspector to many existing HP Enterprise printers.<sup>7</sup>

### HP JetAdvantage Security Manager completes the check cycle

After a reboot occurs—or any time a new device is added to the network—*HP JetAdvantage Security Manager* automatically assesses and, if necessary, remediates device security settings to comply with pre-established company policies.<sup>9</sup> There's no need for IT to intervene.

## How does it work?

The embedded security features address four primary steps in the cycle of an HP device.

If attacked, HP Enterprise devices can reboot and self-heal.

HP JetAdvantage Security Manager completes the check cycle.

### Four. Continuous monitoring

Protects operations and stops attacks while device is running. Inspects outgoing network connections to stop suspicious requests (Enterprise only).

### Three. Check settings

After a reboot, HP JetAdvantage Security Manager checks and fixes any affected device security settings.

### One. Check BIOS/boot code

Prevents the execution of malicious code during bootup by allowing only HP-signed, genuine code to be loaded.

### Two. Check firmware

Allows only authentic, good firmware—digitally signed by HP—to be loaded.





# Protect the data

Stored or in transit, your data requires constant protection. Here are some essential steps to help ensure safe arrivals and usage.<sup>6</sup>



## Find out more

HP Web Jetadmin  
[hp.com/go/wia](http://hp.com/go/wia)

HP Universal Print Driver featuring Secure Encrypted Print  
[hp.com/go/upd](http://hp.com/go/upd)

HP JetAdvantage Workflow Solutions  
[hp.com/go/documentmanagement](http://hp.com/go/documentmanagement)

HP Access Control  
[hp.com/go/hpac](http://hp.com/go/hpac)

## Fundamental security practices

### 802.1x or IPsec network standards

Use encrypted network standards to protect data traveling over the network between the device and management tools such as *HP Web Jetadmin* or the *HP Embedded Web Server*.

### Encrypt data in transit

Protect print jobs traveling to the device with encryption such as Internet Print Protocol over TLS (IPPS). Or, *HP Universal Print Driver Secure Encrypted Print* provides true symmetric AES256 print job encryption and decryption from the client to the page based on a user-defined password using FIPS 140 validated cryptographic libraries from Microsoft®.

When scanning, *HP JetAdvantage Workflow Solutions* can help protect sensitive information while increasing efficiency. For example, HP Capture and Route integrates seamlessly with HP Access Control for enhanced security, with the convenience of single authentication and the ability to monitor content for information governance.<sup>10</sup>

### Encrypt data at rest

Protect sensitive business information stored on the hard drive with built-in encryption. For an extra level of security, the optional HP Trusted Platform Module (TPM) accessory can be added to the device to strengthen protection of encrypted credentials and data by automatically sealing device encryption keys to the TPM. It provides secure device identity by generating and protecting certificate private keys.

### Firewall protection

Prevent malware and viruses from entering your network by limiting printer access to computing devices in network.

### Native user authentication

Reduce costs and security risks by requiring users to sign in with PIN/PIC, LDAP, or Kerberos authentication. You can also integrate these with Active Directory.

### Role-based access controls

*HP Access Control Rights Management* helps reduce costs and security risks through printer feature restrictions. Role-based access controls allow you to give different capabilities to different users, or even entire departments, depending on their needs. For example, you can limit who can fax, scan to email, or scan to fax.

## Advanced security practices



### Find out more

HP Access Control  
[hp.com/go/hpac](http://hp.com/go/hpac)

HP JetAdvantage Connect  
[hp.com/go/JetAdvantageConnect](http://hp.com/go/JetAdvantageConnect)

HP Data Protection  
[hp.com/go/reinventsecurity](http://hp.com/go/reinventsecurity)

### Advanced authentication and tracking

Deploy advanced authentication (such as passwords, proximity cards, smart cards, or biometrics) and tracking solutions for additional security and control.

- *HP Access Control Secure Authentication* restores control, reinforces security, and reduces costs. Get a variety of advanced controls and options, including touch-to-authenticate with NFC-enabled mobile devices.
- *HP Access Control Job Accounting* helps you accurately track and gather data, analyze the results, and then create and send reports. Apply mined data to allocate print costs, motivate employees to print smarter, and provide IT with the necessary information to improve fleet-wide forecasts.

### Mobile devices included in network access

Utilize your mobile devices as part of your overall print security policy for printer access control.

HP offers server-based solutions that provide secure pull-printing, as well as advanced management and reporting capabilities.

- *HP JetAdvantage Connect* delivers intuitive, reliable mobile printing designed for business. Help save time and money by seamlessly leveraging existing IT network tools and policies to manage mobile printing.<sup>11</sup> Users can securely print from a variety of smartphones and tablets—where and when they need to—with similar ease of printing as from a PC.
- *HP Access Control* includes capabilities to manage mobile printing. It leverages existing email infrastructure, allowing mobile users to email a print job to their print queue, and then pull it from any solution-enabled printer or MFP. Protect network print devices with secure authentication features, including Mobile Release.

### Stop data leaks before they start

With *HP Data Protection*, you can prevent sensitive information from being printed, scanned, or faxed, so critical data stays under control and your business stays protected. Track your most important data to discourage and prevent breaches, without slowing down workflows. Get smart security alerts based on terms you choose, not random false alarms.

### Apply digital certificates to printers

Improve the security of your print environment by applying digital certificates to network printers and MFPs. Save time by using HP JetAdvantage Security Manager to automatically install and renew certificates.<sup>9</sup>



# Protect the document



## Find out more

HP JetAdvantage Secure Print  
[hp.com/go/JetAdvantageSecurePrint](https://hp.com/go/JetAdvantageSecurePrint)

HP JetAdvantage Private Print  
[hp.com/go/JetAdvantagePrivatePrint](https://hp.com/go/JetAdvantagePrivatePrint)

HP Access Control  
[hp.com/go/hpac](https://hp.com/go/hpac)

HP and TROY document protection  
[hp.com/go/HPandTROY](https://hp.com/go/HPandTROY)

Integrate smart hardware and software solutions with your larger IT security plan to protect the sensitive information in your printed documents.<sup>6</sup>

## Fundamental security practices

### Control access to preprinted forms

Equip your printers and MFPs with locking input trays to help prevent theft of special paper used for printing checks, prescriptions, or other sensitive documents.

### Use optional PIN or pull printing to protect sensitive documents

Users can opt in to PIN or pull printing, reducing both the reliance on personal printers as well as the risk of print jobs falling into the wrong hands. These security measures also reduce unclaimed prints, which can cut costs and waste.

For PIN printing, when users send confidential print jobs, they assign a PIN, which they must enter at the device to release the job.

Pull printing stores print jobs in the cloud or on the user's PC. Users authenticate at their chosen print location to pull and print their jobs. HP offers two cloud-based pull-print solutions:

- *HP JetAdvantage Secure Print* is an affordable solution designed for SMB that stores print jobs in the cloud or on the user's desktop. It's easy to set up and use, allows users to release jobs from a mobile device, and supports multivendor devices.<sup>12</sup>
- *HP JetAdvantage Private Print* is HP's free cloud-based solution that offers the advantages of pull print without the complexity. It is simple to set up and does not require a server, installation, or maintenance.<sup>13</sup>

## Advanced security practices

### Require pull printing for any print job

*HP Access Control Secure Pull Printing* helps protect confidential information, enhance device security, and increase efficiency. This robust server-based solution offers multiple forms of authentication including badge release, as well as enterprise-level security and management features.

### Use MICR, watermarks, or other features to prevent copying or modification

HP and TROY counterfeit deterrent solutions include using security toner that stains the paper if subjected to chemical tampering, adding variable data watermarks to printed pages, and incorporating machine-readable codes that track and audit individual documents. MFPs can embed anti-fraud features—including custom signatures, company logos, and security fonts—in sensitive printed documents such as prescriptions, birth certificates, or transcripts.





# Monitor and manage your printing environment



[Find out more](#)



HP JetAdvantage Security Manager  
Secure your HP printing fleet with the solution  
Buyers Laboratory (BLI) calls trailblazing<sup>9</sup>  
[hp.com/go/securitymanager](http://hp.com/go/securitymanager)

Security monitoring and management solutions can help you identify vulnerabilities and establish a unified, policy-based approach to protecting data, reducing risk, and maintaining compliance.<sup>6</sup> Prevent protection gaps and help avoid costly fines.

## Fundamental security practices

### Update devices with the latest firmware/OS

Use HP Web Jetadmin<sup>14</sup> to push firmware updates across the fleet, ensuring devices are up to date with the latest device protection and security features.

### Review printer security event logs

HP devices send printer events/notifications to a syslog server so IT can correct problems if necessary.

### Assess and remediate device settings

Manage basic printer security settings across the fleet with the *HP Print Manageability Integration Kit* (MIK), a plug-in for Microsoft® System Center Configuration Manager (SCCM). Microsoft SCCM is a widely used management solution to remotely plan, deploy, configure, and monitor endpoints. The HP Print MIK can discover, assess, and remediate the top 15 security settings and report on the results.

For comprehensive security management across the fleet, choose *HP JetAdvantage Security Manager*.<sup>9</sup> This solution helps you reduce cost and resources to establish a fleet-wide security policy, automate device settings remediation, and install and renew unique certificates while getting the reports you need to prove compliance.



### Find out more

HP JetAdvantage Security Manager  
[hp.com/go/securitymanager](http://hp.com/go/securitymanager)

## Advanced security practices

### Deploy SIEM software to detect and document threats

Event data from HP FutureSmart devices can be sent to incident detection tools such as ArcSight, Splunk, and SIEMonster for real-time monitoring. IT security can easily view printer endpoints as part of the broader IT ecosystem to detect and resolve printer security alerts.

### Auto-configure new print devices when added to the network

The Instant-on Security feature included with HP JetAdvantage Security Manager automatically configures new devices when they are added to the network or after a reboot.

### Compliance audit reporting of print fleet security

Use HP JetAdvantage Security Manager to create proof-of-compliance reports that demonstrate application of security policies to printers and securing of customer data.

## Compliance infringement can hurt your business

Unprotected or under-protected endpoints create more opportunity for cybercrime. To help counter the growing threat, government bodies across the globe are implementing strict security regulations that require organizations to better protect customer information.

Organizations that aren't in compliance can face heavy costs including fines, lost

business, damaged reputations, and class-action lawsuits.

It's crucial to deploy devices and solutions—like HP Enterprise printers and HP JetAdvantage Security Manager—that can help you meet compliance requirements and protect your business information from security threats.



## Get the help you need

You don't have to protect and secure on your own. A support team of consultants can show you how to improve the security of your data, devices, and documents.

Collaborate with print security experts to assess your current print security vulnerabilities. We can help you build a comprehensive print security policy based on business needs and best practices, and create a plan to achieve improved security within your unique environment.

### Get started

Contact your sales representative for more information about HP security features, solutions, and services that can set you on the path to greater protection and peace of mind.

Learn more at  
[hp.com/go/printsecurity](https://hp.com/go/printsecurity)

<sup>1</sup> "Most secure printing" claim based on HP review of 2016 published security features of competitive in-class printers. Only HP offers a combination of security features that can monitor to detect and automatically stop an attack then self-validate software integrity in a reboot. For a list of printers, visit: [hp.com/go/PrintersThatProtect](http://hp.com/go/PrintersThatProtect). For more information: [hp.com/go/printersecurityclaims](http://hp.com/go/printersecurityclaims).

<sup>2</sup> InfoTrends, "Designing Hardware & Solutions," Brendan Morse, October 2016.

<sup>3</sup> Quocirca, "Managed Print Services Landscape, 2016," [quocirca.com/content/managed-print-services-landscape-2016](http://quocirca.com/content/managed-print-services-landscape-2016), July 2016.

<sup>4</sup> Spiceworks survey of 309 IT decision-makers in North America, EMEA, and APAC, on behalf of HP, November 2016.

<sup>5</sup> Quocirca, "Print security: An imperative in the IoT era," [quocirca.com/content/print-security-imperative-iot-era](http://quocirca.com/content/print-security-imperative-iot-era), January 2017.

<sup>6</sup> Solutions may not be supported in all HP devices; solutions may require additional purchase.

<sup>7</sup> HP's most advanced embedded security features are available on HP Enterprise-class devices with FutureSmart firmware 4.5 or above and is based on HP review of 2016-2017 published embedded security features of competitive in-class printers. Only HP offers a combination of security features for integrity checking down to the BIOS with self-healing capabilities. For a list of compatible products, see [hp.com/go/PrintersThatProtect](http://hp.com/go/PrintersThatProtect). For more information, visit [hp.com/go/printersecurityclaims](http://hp.com/go/printersecurityclaims).

<sup>8</sup> Select HP LaserJet Pro and PageWide Pro devices include embedded features that can detect and stop an attack. For more information, please visit [hp.com/go/PrintersThatProtect](http://hp.com/go/PrintersThatProtect).

<sup>9</sup> HP JetAdvantage Security Manager must be purchased separately. To learn more, please visit [hp.com/go/securitymanager](http://hp.com/go/securitymanager). Competitive claim based on Solutions Report on HP JetAdvantage Security Manager 2.1 from Buyers Laboratory LLC, February 2015.

<sup>10</sup> An additional password is required when you send information to a password-protected end repository.

<sup>11</sup> HP JetAdvantage Connect works with leading mobile devices. A one-time plug-in must be installed for devices running Android™, Google Chrome™, and Microsoft® operating systems. For details and a list of supported operating systems, see [hp.com/go/JetAdvantageConnect](http://hp.com/go/JetAdvantageConnect).

<sup>12</sup> HP JetAdvantage Secure Print: Pull printing works with any network-connected printer or MFP. On-device authentication is available for many HP LaserJet, PageWide, and OfficeJet Pro devices and selected non-HP devices. Some devices may require a firmware upgrade. Internet connection required for cloud storage and retrieval of print jobs. Print-job release from a mobile device requires a network connection and QR code. For more information and a list of supported printers and MFPs, see [hp.com/go/JetAdvantageSecurePrint](http://hp.com/go/JetAdvantageSecurePrint).

<sup>13</sup> HP JetAdvantage Private Print is available at no charge and requires that the printer be connected to the internet with web services enabled. Not available in all countries. Learn more at [hp.com/go/JetAdvantagePrivatePrint](http://hp.com/go/JetAdvantagePrivatePrint).

<sup>14</sup> HP Web Jetadmin is available for download at no additional charge at [hp.com/go/webjetadmin](http://hp.com/go/webjetadmin).

Sign up for updates

[hp.com/go/getupdated](http://hp.com/go/getupdated)



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4AA3-1295ENW, September 2017, Rev. 9

