

## Brief

# Take control—and make your print environment work for you



Maximize savings and security, while minimizing total cost of ownership with HP and Equitrac solutions



### What if you could...

- Address both the hard and soft costs of printing with a single solution?
- Increase document security and support compliance processes to meet industry standards such as HIPAA or Sarbanes-Oxley?
- Boost convenience by allowing users to release their print jobs at any MFP with the swipe of an ID card?
- Introduce opportunities for employees to impact the true cost of printing and support green initiatives by reducing unnecessary prints with easy options for routing, duplex printing, and minimized color printing?
- Recoup printing costs with accurate job accounting and print chargeback solutions?
- Optimize printing across your entire organization and drive down costs by eliminating unnecessary print servers and simplifying IT management with a single print queue?

### The challenge

Educating your organization about the true costs of printing can take more time and money than your bottom line can handle. And with the wide variety of tools and processes available for device monitoring, authentication, and accounting in today's evolving workplace, it can be cumbersome and expensive to manage who is using print devices and how each is being used.

To better control your imaging and printing environment for both today and tomorrow, you need a solution that enhances security, helps you keep up when user requirements change, and promotes responsible printing in a versatile, easy, and cost-effective way. Then, you can lower infrastructure costs, accurately account for printing costs, and lower the amount of help desk calls—all while giving users the convenience they need to access documents when and where they need them.

### Solution overview

HP and Equitrac solutions help you manage infrastructure costs and keep documents secure with high-performance job accounting and access control. By providing increased awareness of print habits and associated costs

through user-level reporting, your organization can change print behavior and optimize resources.

Equitrac supports organizations of all sizes and offers a full-feature set with flexible deployment options. Tackle printing costs, increase device and user efficiency, and implement measures to maintain data privacy, using a solution with powerful, network-based authorization, authentication, and job accounting.

Make printing convenient and more secure—while reducing costs and waste. Equitrac solutions can help you enforce print rules and quotas and promote user awareness to encourage more responsible print habits.

Equitrac solutions are compatible with all major brands of printers and copiers, and can be embedded on most HP multifunction printers (MFPs). For ease of use and implementation, Equitrac software is tested and certified for use with HP servers and PCs.

### Benefits and features

- Monitor and control printing to reduce costs**
- Automate deployment, eliminate print servers, and lower help desk calls, using I-Queue.



1. Optimize device usage and print infrastructure.



2. Enable pull-printing from any device.



3. Authenticate users via PIN or card readers.



4. Allocate and charge for print use.



5. Create useful reports.

- Gather the data you need to make smart decisions about your imaging and printing fleet with Equitrac's reporting features.
- Help foster accountability by allocating charges to specific users, departments, or offices.
- Implement cost-effective business print rules to allow, hold, redirect, and/or deny printing of documents based on who is printing, where the document is being printed, or the attributes of the document.

#### Enhance device and user efficiency

- Support user mobility by allowing users to print at the networked printer of their choice, anywhere on your network. Equitrac Follow-You Printing with Secure Document Release works across servers, departments, and even geographic boundaries.
- Gain the flexibility to choose between print servers and direct IP printing for your environment—without compromising control or user convenience—using Hybrid Print Control.

- Easily deploy the HP and Equitrac solution with a broad selection of print servers, workstations, and database and network directory services.

#### Maintain data privacy and security

- Safeguard documents by holding them in a print server until users authenticate at a networked printer with tools like PIN printing or proximity card readers.
- Protect personal information with a variety of authorization options—and ensure the right documents land in the right hands.
- Provide convenient, safeguarded access to every device through flexible authentication and print release options—even from mobile devices.

### HP and Equitrac help you do what you do best, even better

#### Problem

A telecommunications company with locations in several states needed to gain control of unsecured printing and reduce paper waste. To achieve these goals, HP recommended the Equitrac solution.

#### Solution

Now, all employees use their proximity badges to authenticate before pulling their print jobs. Users have the convenience of printing at any printer at any location. Because Equitrac offers multi-vendor support, the company can use their full print fleet.

The solution has already reduced paper waste by 15% and enhanced the security of client information. The company plans to extend their Equitrac deployment beyond their initial two locations.

### Key features of HP and Equitrac solutions

#### Follow-You Printing

- Secure Document Release
- I-Queue
- Hybrid Print Control

#### Authentication

- PIN, proximity card readers

#### Rules and routing

- Least-cost routing

#### Job accounting and charge-back

- Print, copy, scan, and fax tracking
- Color quota account limits
- User, department, or client-based charging
- Comprehensive pricing configuration

#### Reporting

- Summary, detailed, and total activity by user, department, and client
- Environmental and cost savings reports
- Scheduling, exporting, and distribution

### Get started

Contact your local HP representative to:

- Set up a workshop with HP to assess your specific business needs
- Establish a plan to implement the best solution for today and into the future
- Identify a document management strategy that can help your company save money

Learn more at [hp.com/go/gsc](http://hp.com/go/gsc)

### HP three-part approach

HP and our partners work with you to assess, deploy, and manage an imaging and printing environment tailored to meet your business needs, while helping you reduce costs, conserve resources, and simplify document-intensive processes.

#### Optimize infrastructure

We can help you achieve a balance between your total cost of printing and your needs for user convenience and productivity.

#### Manage environment

Working together, we can help you maintain your optimized infrastructure while improving business efficiency and tightening security.

#### Improve workflow

By streamlining your document-intensive processes, we can help you deliver a more efficient environment for capturing, managing, and sharing information.

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