

## Brief

# Secure and streamline your print environment



## HP and Pharos Blueprint Enterprise Printing Security and Job Accounting solution



### What if you could...

- Optimize and manage your imaging and printing environment, then track the results and measure your savings?
- Safeguard your company's most valuable information by preventing unauthorized access to printing and copying devices?
- Monitor printing expenses and minimize profit loss by pinpointing underused and misused equipment?
- Allocate costs back to specific departments and individual users to optimize printing habits and foster accountability?
- Significantly reduce printing waste to help meet your company's sustainability goals?

### The challenge

Printing is an essential component of your company's everyday operations, but it can also be expensive to monitor, and may introduce security risks. Plus, implementing guidelines for internal printing policies can feel like a time-consuming burden. You need a solution that not only safeguards your most valuable information, but also monitors devices and employee behaviors to help reduce waste and cut costs.

### Solution overview

HP and Pharos Blueprint is an intuitive solution that makes it easier to manage enterprise print environments, by securing your company's proprietary data, tracking and measuring your employees' printing behaviors, monitoring existing devices, and reducing printing waste across your business. Realize a more secure and streamlined business printing environment with HP and Pharos Blueprint's simple-to-use technology.

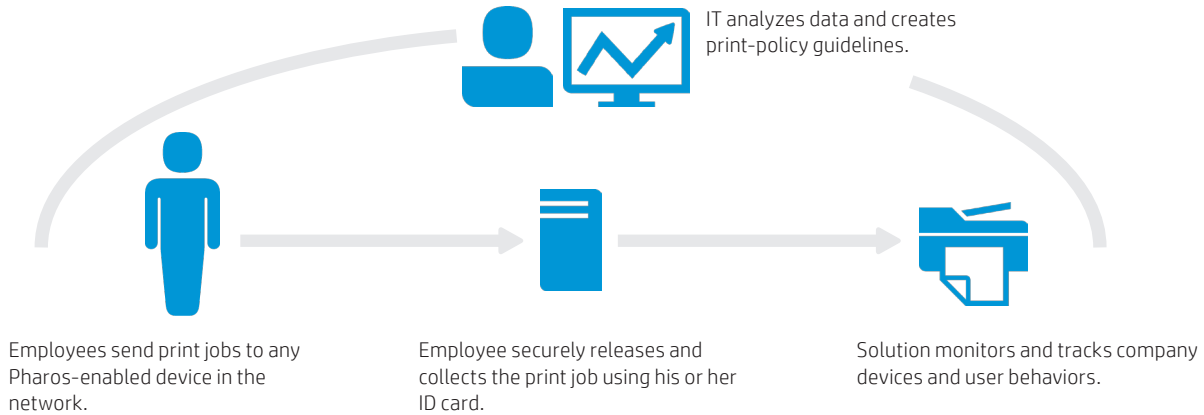
### Benefits and features

#### Protect your company's most valuable information

- Safeguard confidential prints with Secure Release Here pull printing technology. Employees use their ID cards to retrieve printed documents from any Pharos-enabled device.
- Add another layer of security by allowing HP ePrint Enterprise mobile printing users to conveniently submit and retrieve print jobs from a Blueprint Secure Queue.<sup>1</sup>

#### Monitor printing behaviors and devices with ease

- Gain insight into your printing environment by tracking how employees use existing devices—including what type of equipment, the content they're printing, and at what times.
- Update and configure devices in your fleet based on employee usage analytics.
- Monitor all network and local printing habits without interrupting users.



### HP at work

A top-five computer software manufacturer experienced security violations for confidential data documents found on networked devices. Also, nearly every desk at the company had its own inkjet printer, making it difficult to track device usage. The manufacturer needed a solution that would improve security, consolidate hardware, and reduce waste. With the HP and Pharos Blueprint Enterprise Printing Security and Job Accounting solution, the software giant prevented private documents from being printed until a user was at the device, and enabled jobs to be collected from any networked printer. Along with automatic two-sided printing, this solution reduced paper use by 30%, and print costs by 15%. Plus, the company eliminated up to 95% of local inkjet printers.

- Encourage more responsible printing behaviors and reduce waste with our Policy Print messaging solution, which helps you implement printing guidelines throughout your business.

### Pinpoint and control expenses

- Trim expenses by identifying which devices in your fleet are the most costly to operate.
- Make educated purchases on new printing and copying equipment by analyzing your printing history.
- Help foster accountability and encourage responsible cost management by allocating charges to specific departments.
- Reduce excess waste from uncollected print and copy jobs with a solution that allows users to release and retrieve only the jobs they want, and then deletes the rest.<sup>2</sup>

### 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 an environmental approach that can help your company save money

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

<sup>1</sup> HP ePrint Enterprise requires HP ePrint Enterprise server software. App-based option requires Internet- and email-capable BlackBerry® smartphone OS 4.5 or newer; Apple® iPhone® 3G or newer; iPad® and iPod® touch (2nd gen) devices running iOS 4.2 or later; or Android™ devices running version 2.1, 2.2, or 2.3, with separately purchased wireless Internet service and the HP ePrint service app. Email-based option requires any email-capable device and authorized email address. Solution works with PCL5/6, PCL3, and PCL3GUI printers (HP and non-HP).

<sup>2</sup> A study by HP found that 30% of jobs sent to a secure queue are deleted before ever being printed.

### 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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