



SAMSUNG

Mobile Printing

The Next Stage
in Road-Warrior Productivity



Executive Summary

Smartphones and tablet computers are ubiquitous in business today. Virtually every executive and individual contributor uses one or more of these devices to access email and websites while away from their desk. However, printing is not something that can be done easily from most smartphones or tablets. Even when there is a tool to help people print from a mobile device, it is generally limited in what it offers, or it requires an external server or PC to complete the printing task.

The Samsung MobilePrint app gives business professionals the ability to print and scan directly to and from any Samsung printer on a local-area network with a secure WiFi access point using their Android, Windows Mobile or Apple iOS smartphones or tablets (without the need for an external server or PC). This allows busy professionals to review, sign and share printed documents while working away from their desks.

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Situation

The two biggest trends in business IT today are consumerization and mobilization. You can see both in action in virtually every conference room around the world: busy professionals responding to email on their smartphones or using tablets to take notes and multitask. With 470 million smartphones (according to IDC) and 55 million tablets (Morgan Stanley) sold in 2011, virtually every business IT group has to deal with these devices at some level. Often these devices — especially tablets — are consumer devices being adapted for use in business settings. As such, many are not set up to run business applications, offer business capabilities or help business professionals truly maximize their productivity.

However, the move to Web- or Cloud-based business applications, such as SaaS-based solutions, like Salesforce.com, or Web-based applications, like Gmail or Google Docs, makes it easier for consumer devices to work in the business environment. With Web-based or mobile access to email and business applications, executives have found ways to multitask and keep up using mobile devices while spending the bulk of their workdays in meetings.

The two biggest trends in business IT today are consumerization and mobilization.

While mobile devices give busy professionals greater flexibility to meet the increasing demands of a typical workday, it is very difficult to read and review email attachments on a smartphone, given the small screen and limited applications. Cloud-based applications, such as ones provided by Salesforce.com, are great for road warriors who can work completely paperless, but if the accounting or legal departments require signed hard copies, new challenges arise. This is where smartphones and tablets run up against a wall, as printing from most mobile devices is complicated, difficult and limited.

Challenge

The challenge with mobile computing is that email attachments, such as PDFs and Microsoft (MS) Office documents, are difficult to read on a smartphone, let alone to review and make comments, changes or notes on, as the small screen makes it hard to catch all of the details. To complicate matters, most of the mobile printing apps available for Android, Windows Mobile or iOS devices do not print documents from MS Office (which owns 94 percent of the office suite market, according to Gartner).

Additional challenges arise when working with Web-based applications. While it is often easier to read these documents on a tablet, there is no way to print from it. Professionals experience not being able to print from the Web using the majority of mobile printing apps, but they also cannot print the PDFs that they can create from the Web-based application.

The inability to print MS Office, PDF or Web pages makes it impossible to print most documents that need to be signed, such as contracts, estimates, expense reports, financing applications, quotes and other legal documents. Often these documents cannot be emailed to someone else for printing because they contain sensitive or proprietary information.

Even when mobile printing apps are available, most do not offer printer settings or options, such as duplex printing, color, orientation, paper type, multiple copies or selecting which page to print from a large document with many pages. And most do not include scanning, so once a contract is signed, there is no direct and fast way to get the signed contract back to the accounting and legal departments.

For example, a salesperson traveling to a client in Los Angeles needs to print a contract for the client to sign. In order to do this, he needs to print the contract at his hotel or find a print shop. His other option is to email the contract for the client to print at the office and then sign. Once the contract is signed, the salesperson still needs to find a way to scan the finalized document and get it to his legal department in New York. Each part of this scenario takes valuable time, seems unprofessional and is not optimal for a growing organization.

Within the office, executives often spend the bulk of their days in meetings. Often their smartphones or tablets are the only way to keep up with the barrage of emails that fill their inboxes on a regular basis. Yet without the ability to print documents that need to be reviewed, they cannot attend to everything.

All of these identified challenges make the most portable productivity tool in a busy professional's arsenal very limited in what it can do.

Solution

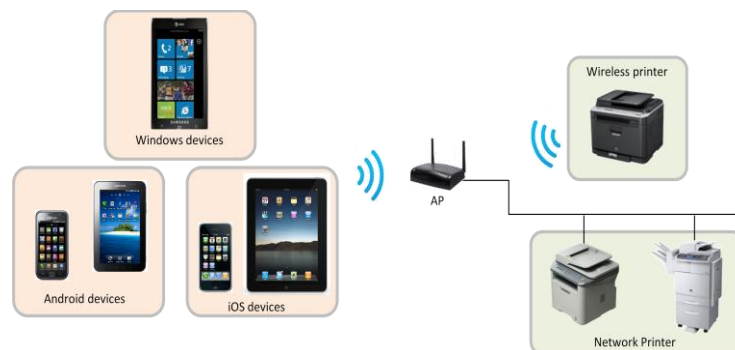
The free Samsung MobilePrint app allows business professionals to scan from and print to any wireless Samsung printer or any Samsung printer on a network with WiFi access directly using an Android or iOS smartphone or tablet. It allows business professionals to print photos, emails, Web pages (including Google Docs documents), PDFs and MS Office documents stored on their mobile devices, attached to an email or even stored in the Cloud.

The Samsung MobilePrint app works by connecting the mobile device to a network-connected Samsung printer or to a wireless printer through a WiFi access point, which the application automatically detects. Customers need to connect to the wireless network in order for the app to work.

There are no drivers or tools to install and no network configurations to adjust. Customers can simply download the free Samsung MobilePrint app from the Android Market (for Android-based devices) or the App Store (for iOS devices) using their smartphones or tablets. At just 6.82 MB, it does not require additional storage on the device, although large scans might temporarily require additional memory.

There are no drivers or tools to install and no network configurations to adjust.

The Samsung MobilePrint app detects compatible Samsung printers on the network, whether set up as wireless or network printers. Once a Samsung printer is detected, a business professional can print photos, Web pages, PDFs, Google Docs documents, Salesforce.com documents, documents from the Cloud and MS Office documents directly from their mobile device. This allows a meeting attendee to print a Web article and share with the group, review a document or provide some research relevant to the topic. For business travelers, this app provides the additional convenience of being able to print boarding passes, itineraries, expense reports and documents they need to read while in flight directly from their mobile devices.



Printing and Security

Printing documents stored on a mobile device is easy. For Android devices, simply select the type of document (PDF, DOC, XLS, PPT or RTF) while on the *Print* screen. This brings up a list of all available documents of this type that are stored on the device's memory card. Any document in a compatible format is available to print. Press *Files* from the *Document* screen and then select the file to print. Android devices also have the capability for the user to enter user name and password for secure print, Authentications and usage control (iOs devices will have the security feature in Q3-2012)

The Samsung MobilePrint app is one of the only free mobile printing apps to currently offer Web printing for mobile devices. To print a Web page from your Android device, press *Web Page* while on the *Print* screen, enter the URL (or copy and paste the URL) and then press *Print*. This gives you a preview of how the printed page will look before you send it to a Samsung printer. To print a Web page from an iOS device, simply copy the URL into the *Mobile Printing Clipboard*, select the URL from the clipboard and select the printer. The clipboard stores the contents of the Web page and sends the contents to the printer.

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Printing images is just as easy. Simply select where the image is stored (or use the camera to take a new picture), choose *Print Options* and press *Print*. This works for photographs and other images that might have been sent via email.



Scanning

With Samsung Multi-Function Printers (MFPs), a business professional can scan documents directly to their smartphone or tablet. Scanning formats include PDF, JPG and PNG files and are available in black and white or color at different image-quality levels and sizes. There is even a previewing option to save time. For those professionals needing multi-page documents, the scanning function works with Automatic Document Feeder (ADF) equipped Samsung MFPs. Scans can be uploaded to email, Google Docs or Web-based file-sharing sites, such as SugarSync, YouShareIt, FTP sites and MobileMe, or to an internal document server on a PC or Mac.

Returning to the earlier example, with the Samsung MobilePrint app and a Samsung MFP, the salesperson in Los Angeles can print a contract and an estimate on a Samsung MFP, have the contract signed by the client, then scan the signed contract to their smartphone using the same Samsung MFP and forward it to the legal department in New York. This can dramatically improve delivery times and customer satisfaction, not to mention make it easier for the accounting department to reconcile the books at the end of the quarter.



To scan a document to a mobile device, simply go to the network or wireless Samsung MFP and place the document in the document feeder or on the scanner glass. Select how the image should be scanned (multi-page documents are included in a single PDF document) — color or black and white, image quality and file type — to the mobile device. For Android devices, press the *Scan* icon, select the desired options and then return to the previous screen to preview or scan the final version. Scans are saved in *My Documents*, which is accessible from the *Scan* screen. For iOS devices, press the *Scanner* button, select the desired options and press *Scan*, and the scans are saved to the device. When *Save In > Photo* is *On*, the document is automatically saved as a JPG file in the *Photo Album*. When *Save In > Document* is *On*, the document is saved as a JPG, PDF or PNG file (depending on the option selected) in the *Mobile Printing* document utility.

File Sharing

Transferring files from a mobile device to a PC or email is as easy as printing or scanning. To share compatible files with an Android device, simply press, hold and release the selected document, then *Send* the file to available networking and file-sharing services, such as Dropbox, SugarSync, MobileMe, Gmail, Facebook, Twitter and Picasa. For iOS devices, enter the iOS device address in a Web browser on a network-connected PC or Mac and use *WebDAV* to transfer files by mapping the mobile devices as a network drive. This function also allows professionals to securely upload and view MS Office documents through the Samsung MobilePrint app.



Conclusion

While mobile devices, such as smartphones and tablets, have given business professionals the ability to be more productive while away from the office, the biggest shortcoming these devices suffer from is being unable to deliver printed output for reviews or signatures. The free Samsung MobilePrint app for Android and iOS devices solves this shortfall by allowing compatible smartphones and tablets to print directly to any networked or WiFi-enabled Samsung MFP or printer on a network with wireless access. In addition to offering a wide array of printable documents — Web pages, Google Docs documents, PDFs, images, emails and MS Office documents — the Samsung MobilePrint app allows business professionals to scan directly from a Samsung MFP to their devices, making it fast and easy to get contracts, purchase requisitions, estimates and other documents into the system for processing.

Learn more about the Samsung MobilePrint app at samsung.com/us/printersolutions/#mobileprinting

About Samsung

For more than 70 years, Samsung has been at the forefront of innovation. In the past year, *Fast Company* has ranked Samsung the third most innovative consumer electronics company, and *Fortune* has ranked Samsung the second most admired electronics company. The reason is simple: Samsung devotes its people and technology to creating superior products and services that contribute to a better global society. This is why Samsung invests more than \$6 billion each year in research and development in both technology and design, dedicating more than 40,000 experts to developing new innovations in order to make life better. It is how Samsung has become the second largest printer manufacturer in the world (according to IDC, Q4 2010), winning more than 100 awards for performance, reliability and eco-friendliness. In addition, Samsung is the second largest mobile phone manufacturer in the world, making printer and smartphone integration a natural fit and logical extension of its innovations.

For more information, please visit samsung.com/business or call 1-866-SAM4BIZ.

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