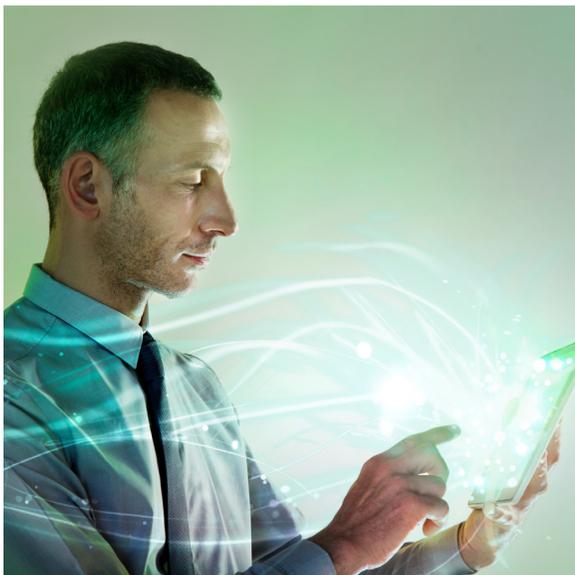


The State of Mobile Printing in the Enterprise



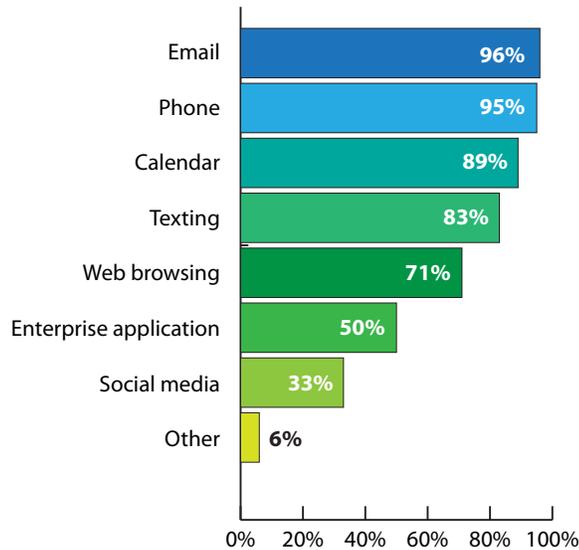
Datamation®
Executive Brief

The idea of “the mobile enterprise” gets a lot of attention from IT vendors, telecommunications providers and those who make mobile devices. They paint a picture of happier, more productive employees that can collaborate with co-workers and service customers from any location using mobile devices to send and receive emails and voice calls, as well as access business applications remotely. In this scenario, physical location seems to be completely arbitrary.

Those who work in enterprise IT know the situation is a bit more complicated than the marketing materials would lead you to believe. The security of data, networks and applications is a much bigger concern when they can be accessed by mobile devices. The devices themselves are increasingly made by different vendors, run different operating systems and come in different form factors, including smartphones and tablets.

It’s true that employees of enterprises that embrace mobile devices and telecommuting can do most of their work from a location outside of a physical office, but challenges still remain. At some organizations, cultural barriers continue to be an issue, where an employee’s contributions may not be recognized unless he is often present in the office. And as much as enterprise IT and its vendors work to create a mobile experience that can exactly replicate the traditional office set up, gaps still remain.

For which of the following job-related purposes do employees at your company use their smartphones, tablets or other mobile devices?



Source: Palmer Research, 2012

While most of the functionality present in the traditional office can now be handled by smaller, powerful devices, the ability to print from mobile devices in a fashion similar to printing from a laptop or desktop computer in the office is still a challenge for many enterprises. Unlike the computer or the office phone, the printer can’t be shrunk down to fit in a pocket. While smaller, mobile printers that can fit in a briefcase are available today, they do have limitations, including battery life and a lack of finishing capabilities.

Remote printing can also introduce security risks to an organization because the physical printout of potentially sensitive information can

sit on a printer in an office for anyone to see if the person who printed document is not physically present.

In an effort to gauge how enterprises and their employees are using mobile devices and the state of mobile printing, Palmer Research conducted a survey of 113 employees in businesses with 2,500 or more employees in August 2012. Nearly three-quarters of the survey respondents were IT decision makers; the other 21 percent were business decision makers.

The Mobile Landscape

Not surprisingly, 82 percent of the survey respondents said they

themselves used smartphones, tablets or other mobile devices as part of their job responsibilities, and 100 percent said there were employees in their organization that used mobile devices for their jobs.

When it comes to how employees at the respondents' organizations use their smartphones, tablets or other mobile devices, communicating with email (96 percent of respondents), phone (95 percent) and text messaging (83 percent) are popular, as are using a calendar on a mobile device (89 percent) and Web browsing (71 percent of respondents). Half of the respondents said employees in their organizations used their mobile devices for enterprise applications like CRM. One-third said employees used their devices for social media.

More than two-thirds of the respondents said employees in their

organization used their mobile devices for their job responsibilities daily or more often, and another 15 percent said they used them three times a week.

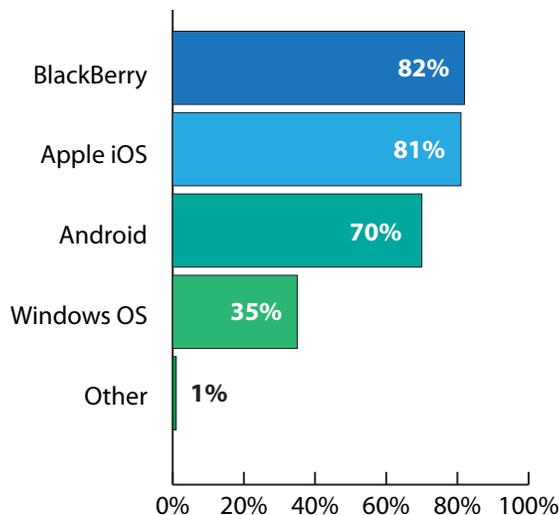
It's clear that mobile device usage is well-entrenched in the enterprise, with employees using their devices often and for a variety of tasks. The survey also examined the attitudes enterprise employees had toward mobile devices and their role in the business, and found that the devices are more than a convenience.

More than half (57 percent) of those surveyed agreed or strongly agreed with the statement: "Our employees cannot do their jobs effectively without using their smartphones, tablets or mobile devices." Eighty-two percent of respondents agreed or strongly agreed with the statement: "Smartphones, tablets and mobile

devices enhance productivity at our company."

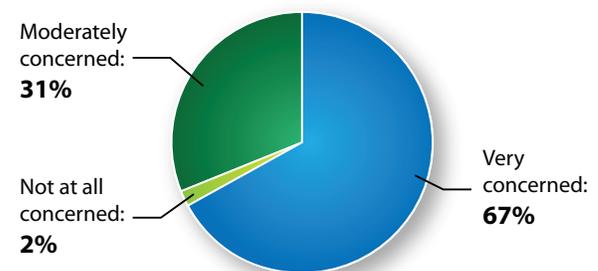
As mentioned earlier, IT managers at enterprises are left to deal with securing and managing mobile devices and ensuring the devices deliver the functionality employees need when they're away from the office. One obstacle to efficient mobile device management is the different mobile platforms that make up the current device landscape. The survey found that the BlackBerry platform from Research In Motion (82 percent) and Apple's iOS platform for the iPhone and iPad (81 percent) were the most popular operating systems being used in the organizations where respondents worked. Google's Android platform was not far behind at 71 percent, and Windows Phone was used in 35 percent of respondents' organizations.

Which mobile platforms do your employees currently use?



Source: Palmer Research, 2012

How concerned is your company with security risks related to employee use of smartphones, tablets and mobile devices for job-related purposes?



Source: Palmer Research, 2012

The respondents recognize the importance of security when it comes to mobile devices, with two-thirds saying their organizations were very concerned with the security risks that come with letting employees use mobile devices for their job responsibilities. Only 2 percent said their organization was “not at all concerned” with security risks.

The Mobile Worker

One result of the proliferation of powerful mobile devices is they open the door for businesses to allow employees to work outside of the office, either spending more time on the road with clients or partners, creating plans for more flexible hours or telecommuting, or simply taking advantage of the opportunity to hire employees who are a good fit for the business but are not located in the same geographic area.

The survey asked respondents about how often employees in their organization spent time away from the office, teleworking policies and barriers to teleworking in their organization.

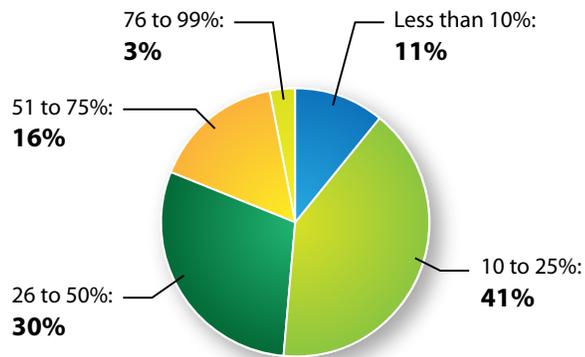
Forty-one percent of respondents said between 10 and 25 percent of the employees in their organization spend more than half of their time working outside the office. Another 30 percent put the percentage between 26 and 50 percent of employees. More than one-third of respondents (35 percent) also said they would consider 10 to

25 percent of the employees in their organization to be nomadic, i.e., without a permanent workspace when they’re in the office.

Seventy percent of respondents said their business already had a plan in place to enable teleworking for its employees. Another 21 percent said

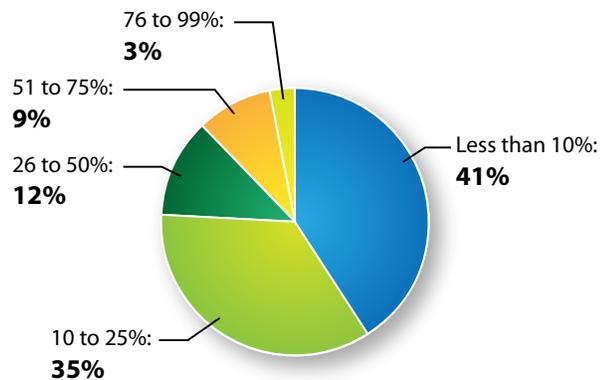
their organization was working on developing a telework plan. More than one-third of respondents (38 percent) who said their organization had or was developing a telework plan said that 10 to 25 percent of the employees in their organization telework at least one day per week. That number is expected to increase.

What percent of your company's employees spend more than half of their time working outside the office?



Source: Palmer Research, 2012

What percent of your company's employees would you consider to be 'nomadic' (i.e., without a permanent workspace when they are in the office)?



Source: Palmer Research, 2012

When respondents who worked for enterprises that had, or were working on, telework plans were asked how many employees the business anticipated would telework at least once a week in two years, 29 percent put the number between 10 and 25 percent; 28 percent put it between 26 and 50 percent of employees. Ten percent said between 76 and 99 percent of employees would telework at least one day per week in two years.

Barriers to working remotely still remain, and due in part to powerful mobile devices and advances in IT, many of the barriers are more cultural in nature than related to technology. When asked about the most critical barriers to teleworking in their organization, 59 percent said there was a negative perception of employees who were not in the office. More than half (52 percent) cited a requirement for a physical presence to do the job, while 41 percent cited company culture, such as many in-person, on-site meetings.

Unsurprisingly, 51 percent said security concerns were a critical barrier to teleworking, and 41 percent said it was difficult to support employees remotely.

Printing from Mobile Devices

Enterprises are working hard to develop telework policies and find ways to secure and manage mobile devices like smartphones and tablets because the office is moving out of

a central location to wherever an employee needs the office to be at any given time. Think about the tools and functionality that existed in the traditional office over the years: a PC, a landline phone, an address book, a file cabinet, a notepad, and reference books and materials. Mobile devices with access to the Internet and enterprise applications can replace all of these tools fairly easily with a pretty small learning curve.

If one piece of functionality is at risk of being left behind as the office becomes more mobile, it's the ability to print documents. Printing was actually a very straightforward process for most office employees before the mobile revolution; they simply hit print and reached for the printer or went to a centrally located printer to get their document. It was usually quick and easy.

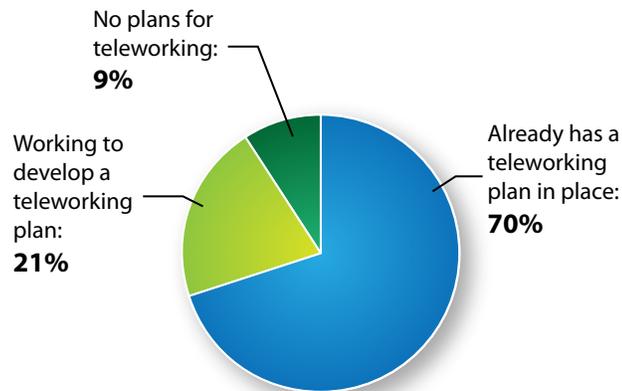
The majority of respondents to the survey know printing is technically

possible from their smartphones, tablets or other mobile devices. In fact, only one-third of respondents agree or strongly agree with the statement: "I had no idea I could print using a smartphone, tablet or mobile device."

For 58 percent of the survey respondents, however, the problem with mobile printing is that their organization does not enable printing from smartphones, tablets and other mobile devices. And among the 42 percent of respondents whose organizations do enable mobile printing, the experience is far from the one- or two-click process they grew accustomed to with office printing.

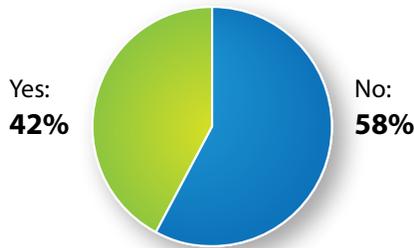
Only 15 percent of those who work for an enterprise that enables mobile printing said the employees in their organization would describe printing from their smartphone, tablet or mobile device as "quick and easy."

Which of the following best describes your company's plans to enable teleworking for its employees?



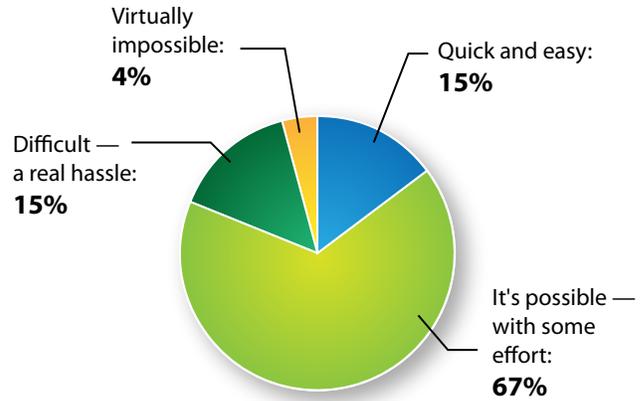
Source: Palmer Research, 2012

Does your company enable its employees to print using their smartphones, tablets or mobile devices?



Source: Palmer Research, 2012

How do employees at your company describe printing from a smartphones, tablet or mobile device?
(Among those whose company enables printing from mobile devices.)



Source: Palmer Research, 2012

That's the same percentage that describes it as "Difficult — a real hassle." For more than two-thirds (67 percent) of the respondents for whom mobile printing is enabled, mobile printing in their organization is best described as "Possible — with some effort."

The good news for those who want the option to print from a mobile device is that nearly 40 percent of the survey participants say their enterprise is aware of mobile printing solutions and is investigating whether to adopt such an approach in the next one or two years. Fourteen percent were not aware of mobile printing solutions but are interested in learning more about the possibilities. Only 7 percent said they have adopted a solution for employees' mobile printing needs. Survey respondents who work for enterprises that have an interest in

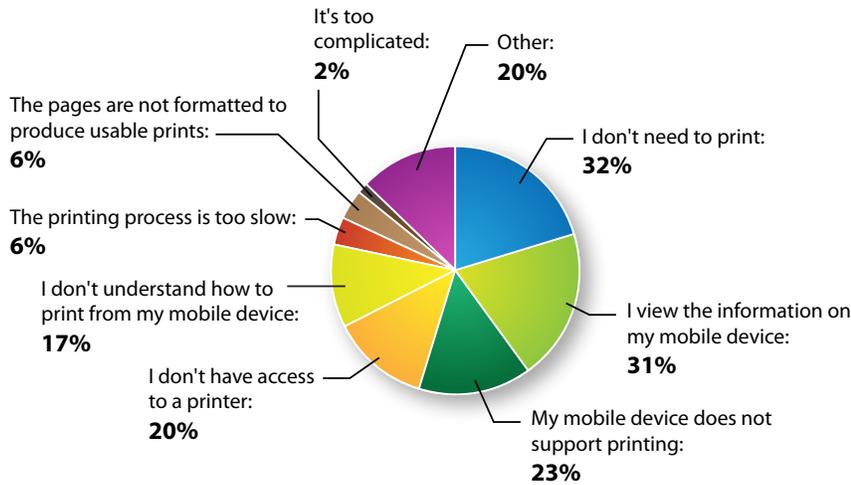
mobile printing said their companies are using a number of approaches to provide a mobile printing solution to employees. More than one-third (36 percent) said employees can submit and print jobs via email or a Web browser; 27 percent said employees can print via apps on their devices; 19 percent have installed a universal print driver that enables printing to any company printer, including printers from different vendors. More than half (55 percent) of respondents whose organizations have an interest in mobile printing plan to provide employees with the ability to submit and print jobs via email or a Web browser in the next year.

Printing always presents a security risk in the enterprise. When you consider the increased penalties for mishandling sensitive information and the ability for employees to print

documents via mobile devices when they aren't physically present, the risk increases. Enterprises are deploying a number of solutions in their printing environments in an effort to increase security.

Forty-one percent of respondents said their business maintains an activity log that tracks all printing, scanning, copying or emailing; 39 percent said their organization uses print authentication, such as using passwords or smart cards; 36 percent proactively monitor and report on network's security status; 33 percent encrypt print jobs sent over the company's network; 28 percent said information on printer hard disks is fully secured; 27 percent said their organization uses access controls that would prevent confidential documents being left on office printer trays; and 24 percent said their enterprise

Why haven't you attempted to print from your smartphone, tablet or mobile device?
(Among those whose company does not enable printing from mobile devices.)



Source: Palmer Research, 2012

identifies whether an unauthorized printer is connected to the company's network. Still, less than half of the survey respondents (48 percent) agreed or strongly agreed with the statement: "Our current printing environment is optimized for security."

When the survey asked respondents how easily mobile printing can be added to their enterprise's secure printing infrastructure, the response was evenly split. Nearly one-third said it could be added very or somewhat easily, another one-third said it would be very or somewhat difficult and another third didn't know.

Conclusion

Enterprise IT managers have a full plate, and in many enterprises the IT organization is battling stagnant budgets and shifting priorities. Increasingly, many of those priorities

center around mobile devices, whether it's delivering mobile versions of enterprise business applications or exploring bring your own device (BYOD) policies.

This survey demonstrates how the use of mobile devices like smartphones and tablets is becoming an important part of doing business in the modern enterprise, with employees finding mobile devices perfect for delivering many of the same functions available in a fully equipped office.

For organizations that have or are developing policies that allow employees to work remotely, enabling employees to print from smartphones, tablets and other mobile devices delivers another piece of functionality that takes the office on the road. It allows employees working remotely, visiting clients or collaborating with partners the opportunity to work with

documents in the same way they can in the office.

Enabling mobile printing also opens the door for more employees, like those who often print documents or work with printed documents, to take advantage of telework opportunities, as well as for enterprises to hire workers in geographic areas away from office locations.

Security of the printing infrastructure is of increased importance in the modern enterprise, and it will be even more important with the introduction of mobile printing. Enterprises looking to extend printing to employees' mobile devices need to consider security and how mobile printing fits into the existing printer infrastructure before proceeding. ■