THE LAST WORD

**Five steps to make printing more effective and flexible for
a mobile workforce**

brother. | **Computacenter**

A FINE LINE

Users need anywhere, anytime printing as usage of mobile devices increases in the workplace

Mobility is transforming the working environment. Empowered to work from any location, at any time, employees are more productive and more satisfied. But many organisations are leaving one crucial element out of their mobile strategy – print.

Although many organisations are increasingly digitalising the workplace, printed documents remain vital to business processes in various sectors. From legal agreements and financial reports to employee contracts and sales receipts, print still matters.

78% of users now print outside the office

With employees frequently working from their own homes, train stations, hotels and customer sites, organisations need to enable users to print securely and easily from remote locations, as well as in the office.

IDC forecasts that mobile workers will account for 75 per cent of the total European workforce in 2018[1]. As mobile device adoption increases, so does the demand for anywhere, anytime printing.

In the past 12 months, there has been a significant increase in employee demand for printing from mobile devices, with IDC research[2] also showing that 78 per cent of SMB users now print outside the office.

To deliver a seamless user experience, the traditional Windows file and print environment needs to be supplemented to cater for the proliferation of both corporate- and personally-owned mobile devices in the workplace, regardless of operating system - providing the device can send an email it can print.

Without fit-for-purpose print capabilities, users may resort to emailing files between devices, copying documents onto USB sticks, or using uncontrolled environments, such as customer sites, hotel receptions and copy shops. All of which introduce inefficiency and risk into the business.

Failing to consider print as part of their workplace transformations will leave organisations out of pocket and out of control.

This best practice guide from Computacenter will help organisations develop a print strategy that combines flexibility for the user with security and visibility for the business. Our five steps to success will simplify print management in a mobile world.

1. PULL TOGETHER

Reduce waste through greater user accountability

Centralised print management that enables pull printing has been shown to immediately reduce printing costs by between 10 and 20 per cent[1] for many organisations.

To maximise these savings, organisations need to bring multi-platform mobile devices under the same level of centralised control. It is therefore important to find a solution that is compatible with the full range of devices used by employees.

By requiring users to authenticate themselves at a printer using either a PIN, passcard or a combination of both, before their document is processed, pull printing makes users more accountable. This eliminates unnecessary printing, resulting in less paper, power and toner usage and better environmental credentials.

Pull printing also enhances security by preventing confidential files from being forgotten and left on the device. The ability to track all print jobs means organisations have a full audit trail of print, copy, fax and scan activity down to user level. This not only simplifies recharging, but also enables organisations to access detailed reports that improve control and make it easier to right-size their estate.

With a centralised approach to print management across all devices, employees can retrieve their documents from any printer across the estate while printing to a single print queue, which removes reliance on a single device and provides greater flexibility for both office-based and mobile users.

CONSIDERATIONS

- Is the solution compatible with all printers and mobile devices used in the workplace?
- What reporting information do you want to be able to access and how frequently?
- Is the interface easy to use? Is it similar to the traditional file and print environment with which users are familiar?

WHY IT MATTERS

Business Outcome
- Reduces print costs by up to 20 per cent
- Improves security and data protection
- Greater insight into printer utilisation and associated costs

User Experience
- Single consistent interface simplifies usage

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2. TAKE TO THE CLOUD

Leverage off-premise print management solutions and mobile apps to increase scalability and flexibility

Cloud-based solutions can offer similar functionality to traditional print management tools, including secure pull printing, but with lower operational overheads.

The flexibility of the cloud makes it an ideal choice for organisations that lack sufficient internal resources to manage their own print service or who need to scale up and down quickly.

As well as centralised print management tools, there are also various cloud-based apps available that make printing from mobile devices easier and more intuitive. For example, a wide variety of apps are available that enable users to create, edit and format documents for print without using a computer.

Before adding these tools to the corporate app store or implementing cloud-based print management solutions, organisations must consider the security ramifications.

The level of security may vary significantly between cloud providers, so it's important to choose one that matches corporate policy. To comply with European data protection regulations, most organisations also need to ensure that their data remains in Europe.

CONSIDERATIONS

- Is the cloud service provider's security policy adequate?
- Where will data be located and will it impact regulatory compliance?

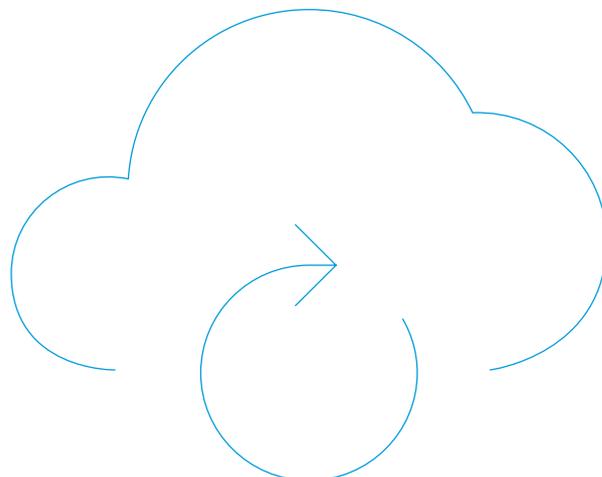## WHY IT MATTERS

Business Outcome

- Improves cost control
- Greater flexibility and scalability
- Reduces management overhead

User Experience

- Access to greater print functionality direct from mobile device

3. READY, STEADY, GO

Mobile printing devices enable users to meet on-the-spot demand for supplying important documents

While many employees will only need to print from the office or from home, the ability to print immediately from any location is vital for some roles. For example, customers might want on-the-spot receipts for deliveries or sales agents might need to update a quote while on-site at a meeting.

There are a number of mobile printing options available, including vehicle-based printers, battery-powered receipt printers and mobile A4 printers.

When investing in mobile printing devices, organisations need to ensure they understand the different requirements of different employees. A workstyle analysis will help organisations determine the most appropriate blend of mobile printing solutions by assessing key factors.

For example, while traditional ink-based printers provide more features such as colour printing, thermal printers are more robust. With less susceptibility to knocks and scrapes and no ink to buy or spill, thermal printers offer greater reliability and a far lower total cost of ownership than standard devices.

CONSIDERATIONS

- What type and size of document do users need to print?
- What are the hardware requirements and limitations?
- How important is print quality for the documents?

WHY IT MATTERS

Business Outcome
- Enhanced efficiency
- Increased productivity
- Better customer service

User Experience
- Greater flexibility and user satisfaction

4. SET THE STYLE

Profile users and their personas to match print capabilities to individual needs

An executive using their personal smartphone in the office has very different print requirements to a salesperson using a corporate laptop in a hotel, or an engineer using a tablet from the roadside.

Profiling users and their personas as part of a workstyle analysis enables organisations to establish their exact needs and determine how best to meet them. Devices, locations, print frequency and the nature of the printed material will all be key factors.

By taking a strategic approach to mobile printing, organisations can take advantage of more cost-effective procurement options, such as incorporating mobile printers and app licensing as part of the standard package for home or mobile users.

This also helps to standardise devices and consumables and prevent maverick purchasing, which all adds up to less cost and greater control. With greater insight into user needs, organisations can take a more strategic approach to not just provisioning print services but also procuring devices and consumables.

CONSIDERATIONS

- How do you assess user needs?
- How do you adapt printer devices and services to users' needs?

WHY IT MATTERS

Business Outcome
- Standardised devices simplify management
- More productive and satisfied users
- Less cost, greater control

User Experience
- Fulfils individual printing needs

5. LAY THE GROUND RULES

Educating users on print policies increases consistency and cost control

As users won't always be working in an environment where enterprise standards and policies can be enforced, organisations need to make them aware of what they should and shouldn't be doing - and why.

Information security and corporate sustainability often feature highly in printing guidelines. Users need to understand the risks and implications of printing in uncontrolled environments, and the alternative options available to them.

Although default settings, such as black and white and double-sided printing, can be established for office-based devices, organisations will need to educate users to apply the same standards when printing remotely.

These policies should be communicated to mobile workers in a format that will appeal to them and reinforced at regular intervals. When used in combination with tools such as pull print software, users can be encouraged to make the right choices.

CONSIDERATIONS

- What are your print policies and how do you publicise them?
- How can users update their device settings to apply corporate print standards?
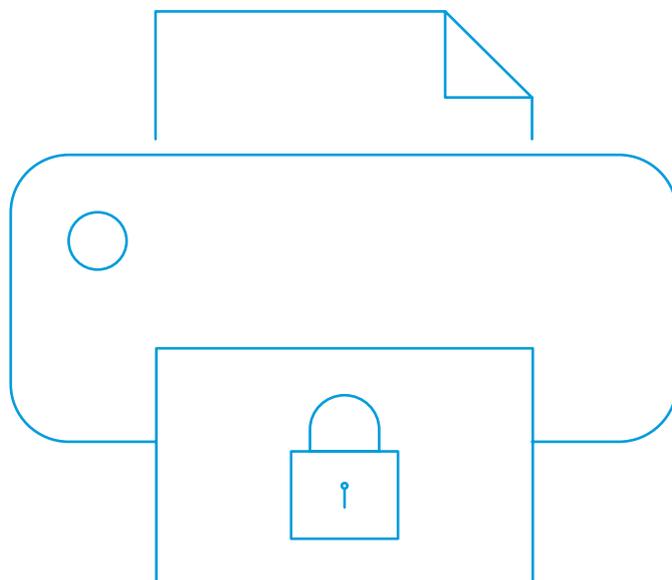- How will you measure if mobile users are complying with policies?

WHY IT MATTERS

Business Outcome
- Improves sustainability credentials
- Reduces cost and complexity
- Safeguards information security

User Experience
- Ensures consistent print quality

EMPOWERING THE WORKFORCE, MAXIMISING PRODUCTIVITY

By providing users with the print capabilities they need in the office, at home and on the go, organisations can maximise productivity, enhance security and reduce costs.

COMPUTACENTER'S PRINT CAPABILITIES

- We have more than 25 years' experience in delivering multi-vendor print solutions
- We have strategic vendor relationships with leading printer vendors
- We have a product portfolio of more than 8,000 print items
- The Computacenter Recommends portfolio includes a range of pre-tested printers and toners
- Our scale means we design and deliver print solutions globally
- We ship around one million printers and accessories every year
- Our workstyle analysis service enables organisations to accurately profile users and their IT and printing needs
- With end-to-end workplace expertise, we can combine printer upgrades and estate rationalisation with broader transformations
- Our print offerings range from consumables supply to Managed Print & Document Services
- With our IT heritage, we don't just consider the print devices but the underlying infrastructure needed to support it

GET IN TOUCH

To find out more about how we can help you establish a flexible print environment for a mobile workforce, please contact your Computacenter Account Manager, call **01707 631000** or email **digitalme@computacenter.com**

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Enabling users and their business

Computacenter is Europe's leading independent provider of IT infrastructure services, enabling users and their business. We advise organisations on IT strategy, implement the most appropriate technology, optimise its performance, and manage our customers' infrastructures. In doing this we help CIOs and IT departments in enterprise and corporate organisations maximise productivity and the business value of IT for internal and external users.