

# Best Practices for Enterprise Mobile Printing

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**Mobility is changing the way people do everything. Today's workers are constantly on the move and armed with apps—often unsanctioned by IT—that can help them do whatever they need to do, anytime and anywhere. They expect printing to be the same, and because printing remains a crucial productivity tool, your organization must act quickly to provide a mobile printing solution. But just *providing* the right solution isn't enough. You must also manage it to ensure productivity and get the best ROI possible. This paper describes best practices for mobile printing to help you do just that.**

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# The Changing World of Printing

Mobility is the new way of doing business, and printing is no exception. You know that efficient enterprise printing today must include mobile printing. You also know there are many solutions on the market that support mobile printing, and you may even have an idea of which solution would be right for your organization.

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Now, your main concern is how to implement and manage your mobile printing solution the right way, making sure it's affordable, secure and enables the kind of productivity your business needs. This paper will discuss the best practices for enterprise mobile printing and how they can help you meet the changing needs of your mobile organization relating to access, ease of use and security.

The mobile workforce is growing steadily, with experts predicting it will make up more than a third of all workers by 2017. Mobile users need access to all of the files, tools and services the rest of the workforce needs, including printing. Most organizations have a broad range of printers which mobile users require access to, and you must consider this challenging requirement when considering how to provide access.

Your mobile printing solution should go beyond access and deliver ease of use for end users, allowing them to configure and use the solution without needing to call the helpdesk. It should also be easy for IT to implement and maintain. To reduce operating costs and maintain IT productivity, your mobile printing solution should be highly interoperable with your existing IT solutions, easy to install and allow centralized management.

Security is a need you are already very familiar with, but your print infrastructure may not be as secure as it should be. Mobile printing is changing the rules of print security and is introducing new security considerations like directory integration, pull printing (also known as follow-me printing), printer hard drive security, and the need to safeguard against unsanctioned mobile printing solutions.

This paper will also provide you with an example of an enterprise print appliance that can help you to implement these best practices. Use the paper as a guide before, during and after you evaluate your options to get the most out of your mobile printing solution.

## **Best Practices for Enterprise Mobile Printing**

Every organization wants to operate as efficiently and securely as possible while still delivering access to the productivity tools its workforce needs. Printing remains a crucial productivity tool, and that means IT departments must continue to deliver efficient printing capabilities for both desktop and mobile users. These best practices can help you achieve your objectives to save money, deliver access to the resources your workforce needs, improve the mobile printing experience, and keep your information assets secure. By following these best practices, you can ensure your mobile printing solution delivers the value that you expect, both to your users and to your organization.

### **Use Your Existing Printer Fleet Rather Than Buying New Printers**

Just because you want to provide mobile printing across your organization doesn't mean that you need to invest in new printers. There are solutions that deliver mobile printing to the printer fleet you already have, allowing you to further capitalize on your existing hardware investment and to avoid the cost of buying new mobile-enabled printers. These solutions also fit within your existing network infrastructure so you don't need to update your routers and networks to support these capabilities. If your organization has only one kind of printer, the manufacturer probably offers mobile printing capabilities that might work for you. But this option means that you'll have to stick with the same printer in the future.

### **Allow User Self-Provisioning**

Today's mobile users are experts at finding apps to meet their immediate needs. A well-designed mobile printing solution for the enterprise should empower users to search for and print to the physical printer of their choice in a way that's quick and straightforward. Putting users in charge of their own printer access provisioning improves productivity and decreases the need for tedious helpdesk calls and their associated costs.

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### **Consider and Support All the Devices Your Users Move Between**

Today's workers are task-oriented. With increasingly powerful smartphones, tablets and laptops at their disposal, users have greater mobility and access to information than ever. This allows them to work from anywhere that has a network connection. Workers are increasingly willing to complete work tasks on-the-go—whether during normal business hours or not—and from whatever device they might have in their hand at that moment. Your enterprise mobile printing solution must be able to print from the full range of laptops, desktops, tablets, smartphones or other devices users may be working from. It must allow them to send a print job to any printer on the network, be it the one closest to their current meeting room or the one by their desk, so that it's waiting for them when they arrive to pick it up.

### **Avoid Routing Sensitive Print Jobs through the Public Cloud**

Public cloud printing solutions are becoming more common and are found embedded in both mobile devices and new printer models, making them very easy to access for mobile users. But organizations concerned with data security and regulatory compliance should think twice before allowing their print jobs to go through the public cloud. In traditional IT infrastructure and private clouds you can configure the hardware, data storage and network to prohibit unwanted guests. An enterprise mobile printing appliance on top of a traditional data center or private cloud thus offers the most secure approach for most organizations.

### **Leverage Your Virtualization Platform Investments**

IT has moved away from providing dedicated hardware to run new software solutions. If you've optimized your data center by virtualizing it, you should give first consideration to mobile printing software that leverages your virtualization investment. You can use your virtual server infrastructure to run your mobile printing solution from within your organization's private cloud environment, keeping your sensitive print jobs protected and taking full advantage of your existing investments.

### **Authenticate Users in Your Existing Directory**

Enterprise directories such as Microsoft Active Directory or Micro Focus eDirectory™ are the system of record for authenticating users and authorizing them to access corporate assets, including printers. An ideal mobile printing solution will allow you to assign printer resources and authenticate identities with the users and groups within your existing directory.

### **Verify Your Mobile Printing Solution Works with Print Accounting**

Print accounting solutions can track how much your organization prints, who prints and can even tie into billing systems so you can charge

departments or individuals for their printing. Your enterprise mobile printing solution should be compatible with your print accounting solution, allowing you to extend print accounting capabilities to a whole new set of mobile printing endpoints.

### **Centralize the Administration of Both Desktop and Mobile Printing**

Some mobile printing solutions allow you to build on top of your existing virtual infrastructure, printer fleet and user authentication method while supporting a full range of desktop, laptop and mobile platforms and devices. Implementing this kind of solution is an opportunity to do more with what you already have. By using the centralized administration tools available in some solutions, you can significantly reduce the overall cost of implementation and administration of a mobile printing solution.

## **An Example of Implementing Best Practices Using Micro Focus® iPrint®**

Micro Focus iPrint Appliance is an enterprise print appliance that offers all the functionality you need while meeting your access, ease of use and security needs. Let's see how Micro Focus iPrint can help a fictional company named Acme Corporation implement these best practices.

### **Making the Most of What Is Already There**

Acme is a large corporation with a number of sites. The company has collected a wide variety of printers from different vendors over the years; it also has a virtualized data center. The Micro Focus iPrint Appliance allows Acme to fit Micro Focus iPrint into its existing VMware environment. It works with all of Acme's existing printers, and it transfers data over the company's existing secure network infrastructure. This not only leverages what Acme already has, it has the added benefit of keeping data out of the public cloud.

Acme also uses Microsoft Active Directory as its corporate directory. To control access to its printers, the Acme IT team connected Active Directory to Micro Focus iPrint. The combined solution makes it easy for IT to authenticate users before they are authorized to use a specific printer.

Let's say that Acme uses PaperCut, a third-party print accounting solution, as a part of its print management approach. Acme IT integrated Micro Focus iPrint with its existing PaperCut solution so that it could continue monitoring printing consumption in detail. Using PaperCut and Micro Focus iPrint, the company has started requiring identification to print. It also prompts users to choose less expensive printing options whenever possible, such as printing in black and white instead of color.

### **Keeping Users on Board**

In our example scenario, Acme's mobile workforce uses a variety of devices to get work done on a variety of platforms and from a variety of places. Acme uses Micro Focus iPrint to support its mobile users by allowing them to provision and send jobs to printers from all the devices and workstations they use.

When Acme users need access to a printer, they don't have to ask the helpdesk. Instead, they can self-provision and print wherever and whenever they need to from the Micro Focus iPrint mobile app, available on iOS, Android, BlackBerry and Windows Mobile. The mobile app displays a list of network printers so users can specify which machine they want their document delivered to. Acme's users like that Micro Focus iPrint allows them to mark their favorite printers so they can use them for future jobs; Acme IT likes that it reduces administrative burden and lowers the cost associated with print provisioning by offering centralized administration.

For its mobile device users, Acme IT uses the walk-up printing technologies offered by Micro Focus iPrint, placing QR codes on each physical printer to make sending jobs to new printers even easier. Mobile users simply open a document, scan the QR code, and Micro Focus iPrint sends the job to the printer. To further support its mobile users, Acme uses Micro Focus iPrint to allow office visitors to print by simply sending a document to an email address set up in Micro Focus iPrint for that specific printer. It also caters to Acme's Windows and Mac PC users by giving them the ability to self-provision printers by viewing a floor map, visually locating a printer and clicking on it so it becomes an available printer.

### **Conclusion**

As your organization becomes increasingly mobile, IT will have to act quickly to deliver the secure tools and services your mobile workforce needs before users find their own solutions which can put your valuable assets at risk. This includes a mobile printing solution.

For most, an enterprise print appliance is the strongest option because it delivers the functionality you need while meeting your changing access, ease-of-use and security needs. Micro Focus iPrint Appliance balances access to both mobile and traditional users, ease of use for both end users and IT departments, and security for the organization. It also enables all of the best practices discussed in this paper.

These best practices can help you achieve your objectives to save money, deliver access to the resources your workforce needs, improve the mobile printing experience, and keep your information assets secure. Ultimately, following these mobile printing best practices can help make your workforce more productive and your organization more secure without breaking the budget, which is just the kind of ROI you expect from your IT solutions.

Learn more about Micro Focus iPrint Appliance by contacting us today.

### **About Micro Focus**

Since 1976, Micro Focus has helped more than 20,000 customers unlock the value of their business logic by creating enabling solutions that bridge the gap from well-established technologies to modern functionality. The two portfolios work to a single, clear vision—to deliver innovative products supported by exceptional customer service. [www.microfocus.com](http://www.microfocus.com)



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