

Hybrid Cloud Platform

Cloud Hosted Print Management Solution

Customer white paper

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INTRODUCTION

As business models are changing, companies are now considering how they can modernize and move away from their existing, and often very complex, IT infrastructure. With new technology trends, IT workloads and infrastructure is moving away from traditional on-premise data center hosting to cloud based solutions. The reason is that businesses want to utilize the same “pay as you go” services in their print infrastructure as they are adopting with cloud services providers like Microsoft, Amazon, Salesforce, and many more.

The Hybrid Cloud Platform (HCP) is an all-in-one cloud-hosted print solution, which allows you to send print jobs from any device to any printer in the organization. No complex setup on your side and no complex and expensive IT infrastructure is needed to provide the service. Furthermore, the solution includes end-to-end print management functionality with secure follow-me print feature as well as substantial reporting capabilities and powerful triggers & automation engine.

The Hybrid Cloud Platform is available in several configurations including cloud hosting, on-premise private cloud or a hybrid of the two. In other words, it can be configured to meet your current business model and can be scaled and shaped to adapt to your future cloud aspirations and growth strategies.

WHAT DOES THE HYBRID CLOUD PLATFORM DO?

The Hybrid Cloud Platform is an all-in-one cloud-hosted print management solution designed for organizations that want to unburden themselves from running a complex IT print infrastructure while gaining all the benefits of a SaaS (Software as a Service) solution, that aligns with their cloud first strategy.

Traditional print infrastructure is often very complex and includes multiple print servers, additional infrastructure components, and a user setup that is difficult to support and maintain due to the nature of print driver configuration and device setup. This is further complicated by large organizations having a broad presence and a need for a distributed infrastructure, adding a substantial cost in terms of infrastructure investments and IT administration.

Imagine a solution where this administrative hassle and high cost of ownership associated with traditional print infrastructure can be reduced significantly, and the entire print environment can be controlled from a single portal. By utilizing state-of-the-art cloud technology built around a highly scalable infrastructure platform, HCP is the next generation of cloud print that will minimize, or even completely remove, your print servers. Easy deployment, using our proprietary single print driver, results in effective print administration and limited support overhead. Moving the entire print management solution to the cloud enables businesses to capitalize on the benefit of a “pay as you go” OPEX transaction instead of a CAPEX investment.

The cloud-hosted Hybrid Cloud Platform is a highly scalable and cost effective cloud offering that can be used to manage the entire print infrastructure for organizations of all sizes and in environments of any kind.

This solution also provides full-featured mobile print support and guest printing for all users and locations. This is an all-in-one cloud-hosted print management solution!

PRIMARY FEATURES INCLUDED.

In addition to flexibility, ease of use and deployment, HCP also includes the following features:

- **Highly flexible and scalable cloud technology**

Multi-tenant Software as a Service (SaaS) platform maximizing availability, support and ROI, while minimizing upfront hardware investment, administration and user support. Optional Gateway and PC Client ensures a fit with any use cases.

- **Pay as you go**

You decide how you want to pay. Either “pay as you go”, a monthly subscription basis (provides the freedom to scale to your usage), or buy up front to support your OPEX and CAPEX needs.

- **One Cloud, hosted anywhere**

If you have special safety and security requirements, HCP can be installed as an on-premise private cloud, while offering all the same features as a hosted cloud or hybrid configuration.

- **Administer centrally and manage easily**

Centralized administration to configure and maintain all printers, locations, user credentials, access control, usage consumption, reporting and much more. Everything in one simple web-based dashboard.

- **True single driver configuration**

Leverage the ease of having only one print driver for all your printers and users, reducing management, administration and user support.

- **Super easy deployment and management of PC workstations**

The universal print driver technology can be deployed to corporate workstations, VDI, thin clients or even users' own computers ("Bring your own computer") as a single and simple package to clients. The PC client for Windows or Mac automatically creates, manages and removes print queues as configured in the central HCP interface. This completely eliminates any client printer driver or print queue management on clients.

- **Secure follow-me print on any device**

Release your print jobs on any printer across the entire organization independent of location or print manufacturer. Release print jobs via iOS and Android App, card reader, embedded terminal* or QR code.

- **Scan*, copy, print**

With our optional vendor specific embedded client you get access to Scan, Copy, and Print functionality directly on the MFP.

- **Reporting capabilities and security compliance**

Monitor and track print usage and identify areas of improvement. Includes auditing and monitoring and is compliant with international security legislation, by putting the customer in control of storage and retention of print jobs, and by fully encrypting data.

- **User authentication and guest access**

Authenticate users against LDAP (Windows AD, eDirectory) or maintain users directly in the admin interface. Supports seamless guest user account signup with time limited access and code release.

- **Rule based print workflow**

Triggers and automation rules can modify print job properties based on predefined conditions and



actions. Print workflows allows the creation of centralized rules to enforce policies as an example “forced black/white” printing, “forced duplex jobs” etc. The Rule and Workflow engine gives administrators more control to enforce and optimize the entire print infrastructure.

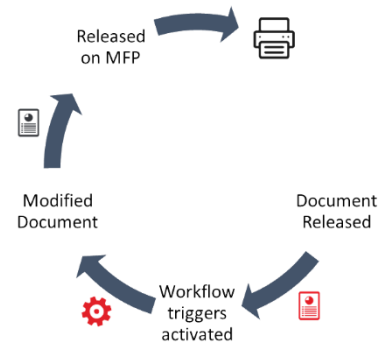
- **Mobile print and BYOD support**

Print from any device to any printer. Supports Email print, Web print and Google Cloud print. As well as secure AirPrint and print from any iOS, Chromebook and Android device.

- **Proven highly scalable technology**

Scale from SMB to large enterprises with thousands of printers and office locations. Build on proven technology preferred by most major cloud service providers.

(*) Please consult our product feature release roadmap for feature availability



WHY CLOUD?

Cloud-based solutions have become one of the hottest trends in the IT industry over the last few years. It continues to grow as a preferred technology enabler and a business decision platform, enabling organizations to control investments, increase flexibility and improve time-to-market. Cloud has become so commonplace that we don't think about it as a separate cloud platform, but as an extension to our everyday applications and workflows.

Cloud can be divided into three general models: public cloud, private cloud and hybrid cloud. Public cloud consists of independent, third-party service providers that rent or lease cloud computing resources or services to external clients, such as businesses or government agencies. Private cloud is a type of cloud computing that delivers similar advantages to public cloud, including scalability and self-service, but through a proprietary architecture. Unlike public clouds, which deliver services to multiple organizations, a private cloud is dedicated to a single organization and is usually hosted on premise in customers own datacenter to deliver a higher level of security and privacy. Hybrid cloud is a cloud computing environment which uses a mix of on-premises, private cloud and third-party, public cloud services with orchestration between the two platforms. By allowing workloads to move between private and public clouds as computing needs and costs change, hybrid cloud gives businesses greater flexibility and more data deployment options.

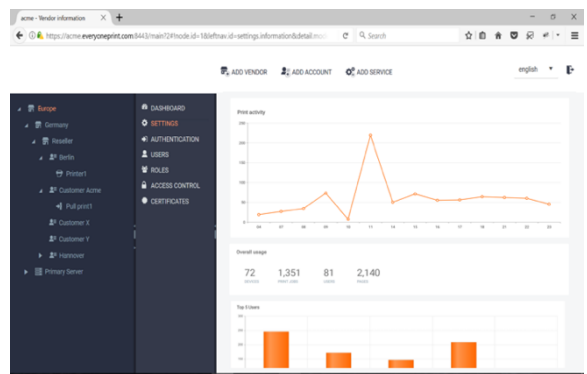
While organizations are starting to harvest all the benefits of buying cloud-based IT services, the print industry is still cautious to adapt to cloud services. This is primarily due to complexity and security reasons, but also, due to the lack of industry standards and available technology to support a cloud-based print management solution.

The Hybrid Cloud Platform is a cloud-based full stack print management platform capable of providing your organization with the flexibility and benefits of a Software as a Service (SaaS) offering. Rather than purchasing software to install, or additional hardware to support, organizations have the option to subscribe to this solution as a SaaS offering. In other words, customers pay for this service on a monthly basis using a "pay as you go" model. Transitioning costs to a recurring operational expense will allow your business to exercise better and more predictable budget controls.

MULTI-TENANT SAAS PLATFORM

Multi-tenancy is an architecture in which a single instance of a software application services multiple customers, or tenants. Multi-tenancy provides an economic benefit because the hardware platform, development and maintenance of the platform is shared. This means that a multi-tenancy architecture allows for more efficient use of IT resources and it requires less upfront infrastructure procurement (e.g. CAPEX) and saves resources dedicated to ongoing management and upgrades.

Our Hybrid Cloud Platform is a multi-tenant software-as-a-service (SaaS) platform offering customers all the benefits of running a large-scale shared service and being part of a larger install base or print operation, maximizing service availability, support and security compliance while minimizing operational cost and upfront investment. In addition, our solution can efficiently support and scale to any business, from a small customer where the scale of operation doesn't warrant dedicated infrastructure, to a large scale enterprise with virtually unlimited print resources.



You may be concerned that running your print infrastructure through a multi-tenant “pay as you go” SaaS solution might impose some security concerns. Even though you share the same platform, yours and each tenant's data is completely isolated and remains invisible to other tenants on the platform. In the case that you have special security regulations that sets regional limitations or prevents you from being on a hosted shared service platform, our Hybrid Cloud Platform solution can be configured to either run in a specific hosted region or installed as a private cloud in your own datacenter offering all the benefits of the solution on-premise.

ONE SOLUTION, HOSTED ANYWHERE

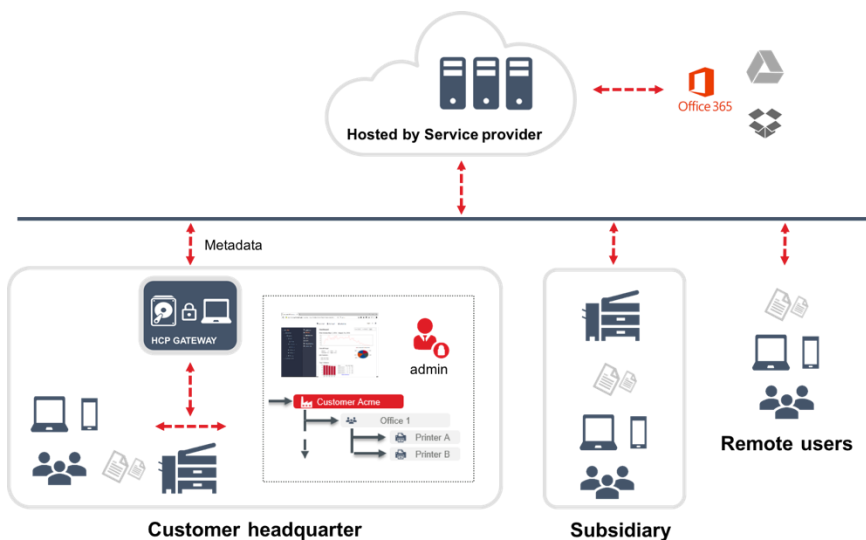
The Hybrid Cloud Platform is designed to offer several hosting options depending on your needs and which business model is being used. You can purchase it as a subscription-based service delivered from our datacenter or you can choose to install it in your own datacenter as an on-premise private cloud solution.

No matter what solution you select, you will receive the same features. Installed as an on-premise private cloud, the solution will work the same way as if it was hosted in the public cloud. You will be able to utilize the highly scalable technology and consolidate print servers as well as benefit from the single driver capability, reducing user complexity.

HOSTED AT SERVICE PROVIDER'S DATA CENTER

The Hybrid Cloud Platform is built to support customers of all sizes and customers with different infrastructure and security needs. No upfront investment in expensive hardware is needed and you can benefit from eliminating existing print servers.

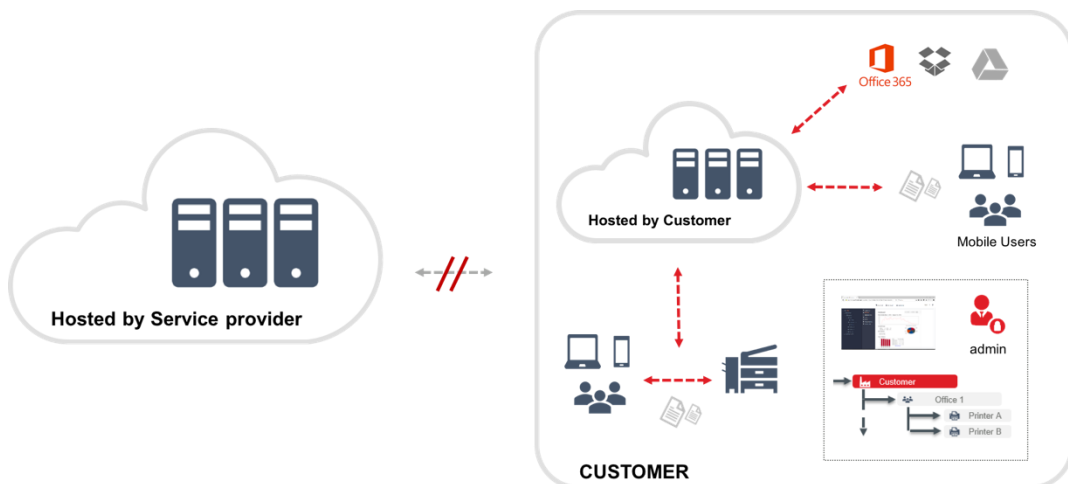
If needed, a local gateway (appliance hardware) on the customer site, can be configured to route traffic securely between the primary server and printers. Using a local gateway, the document data itself does not have to leave the company network, increasing security, responsiveness and reducing the load on the Internet connection. The Gateway is easy to install on a hardware appliance or on a virtual environment, using the HCP installer.



HOSTED ON-PREMISE

The Hybrid Cloud Platform solution can also be installed locally in your own datacenter acting as an on-premise private cloud. This is especially useful if you need to comply with certain security legislation or if you have restrictions in place from using a public cloud service. In this scenario, you can still benefit from a “pay as you go” monthly subscription service as well as all the other benefits this solution provides, including having us, as a provider, manage and maintain the solution on your behalf.

Even though you will need to add local hardware, the solution will still be based on our highly scalable Linux technology capable of running your entire print infrastructure in one centralized installation, making it possible to reduce and even eliminate the need for external branch print servers.



FIXED TERM AND FINANCIAL LEASING

Moving to a Software as a Service (SaaS) subscription-based model can be a major step for many organizations and it can introduce a financial challenge in the way the printing industry is operating and how print service providers are offering their solutions to the customers.

To enable organizations and service providers to overcome this challenge this solution is also offered as a fixed term license with a fixed expiration date. This option can be ordered as an upfront payment to accommodate for financial leasing.

In addition, when the Hybrid Cloud Platform is used in a private cloud setup where the installation is done in an encapsulated off-line installation without any communication to the root on-line datacenter, this would be the only option.

SO WHY HYBRID CLOUD PLATFORM?

The Hybrid Cloud Platform is a foundation that streamlines print infrastructure, minimizes IT administration and optimizes print-based workflows. It allows you to send print jobs from any device to any printer in the organization. Furthermore, the solution provides the ability to move the entire print infrastructure to the cloud, which minimizes or even completely removes your print servers and introduces an easy to use single print driver capability. This allows you to reduce or even remove print administration support overheads. Moving the entire print management solution to the cloud enables you to capitalize on the business benefits of “pay as you go”.

By selecting this print solution as your print management platform, you will be able to benefit from the following advantages:

Flexible and strong value proposition - In today’s economy, flexibility is key. With the Hybrid Cloud Platform solution, you can scale to meet your organization’s requirements. Utilize highly scalable Linux technology to reduce or even eliminate print servers and dramatically reduce TCO or CAPEX for new investments.

Security - Rest assured that your data in the cloud is secure; there is a high level of auditing and encryption involved in the data storage. This solution utilizes the cloud in a way that enables remote printing to any printer, no matter where it is located, without compromising security policies or making changes to the network, applications or devices. Moreover, this cloud solution complies with international legislation such as the EU’s General Data Protection Regulation (GDPR).

Single driver setup – The Hybrid Cloud Platform solution offers users a true single driver solution making it possible for all users to print to all devices using the same generic print driver. All print settings and configurations are taken care of on the server side and no interaction or manual translation is needed.

Operation and capacity - With this cloud service, due to a simpler server and less user complexity, you can reduce user and server IT administration costs and focus on business development and growth.

Functionality - Follow-me print and scan is available to all office and non-office users. In addition, you receive the full features of mobile print support and guest printing for all users, at all locations.

Cost - The solution is fully scalable to meet business and cost requirements from small businesses to global enterprise customers. Moreover, using a cloud solution reduces your maintenance fees. No more servers, software or update costs. Many of the hidden charges that are typically associated with software implementation, customization, hardware, maintenance, and training, are rolled into one transparent subscription fee. The Hybrid Cloud solution is subscription based; this gives you the flexibility to “pay as you go”, and pay for only the licenses you need.

Full printer fleet support - This solution supports most MFP manufactures and can be utilized in a mixed fleet environment.

CONCLUSION

For many years, cloud-based systems and printing were on opposite ends of an organization’s information management infrastructure. In the move to cloud-based systems with the drive to become digital, printing remains one of the last bastions of an organization’s infrastructure, which cannot be completely virtualized. Indeed the whole purpose of print is the production of physical documents to encapsulate digital data.

The Hybrid Cloud Platform solution is revolutionizing print management and offers an all-in-one cloud-hosted print solution. This gives you the freedom to send print jobs from any device, to any printer in the organization. No complex setup on your side, and no complex and expensive IT infrastructure to maintain. This print solution will meet your current needs, while adapting to grow with your business needs. Allowing you to capitalize on the best cloud-based printing solution available.

To Learn More

To learn more about Hybrid Cloud Platform, contact your local service provider.

