

Three business scenarios for cloud printing

Does your business rely on a mobile workforce? If so, cloud printing can make printing easier and mobile workers more productive. And getting started is easier than you think.

According to a recent report from IDC, the mobile worker population will pass one billion this year and reach 1.2 billion by 2013.¹ A wide range of technologies has evolved to help these mobile workers stay productive on the road—such as ultra-light notebooks and smartphones. Printing on-the-go, however, hasn't kept pace—until now.

New cloud printing technologies let employees access printing services from their mobile devices, without installing any drivers or special software. Instead, the print job is processed through the cloud, which may consist of Internet or intranet resources. With cloud printing, employees can print from almost anywhere—which has many business uses.

Scenario #1: Everyday customer meetings

A sales person who spends most of his time on the road can use cloud printing to send important documents to print at the office. He can use his smartphone to send files to a suitable printer—even sending it to company printers located at different sites. His print outs will be waiting at the office just in time for the big meeting.

Scenario #2: The visiting executive

A regional manager who is visiting the corporate office can take advantage of cloud printing without a thought to access or compatibility. Using three clicks on her BlackBerry® smartphone, she can identify a printer nearby her temporary office. She then selects the printer, and prints the document—all without logging onto a VPN.

Scenario #3: The airport dash

Most business travelers like to print their boarding passes before arriving at the airport to avoid long waits at kiosks or at check-in counters. With cloud printing, a business traveler can print his boarding pass from his smartphone to a printer at his hotel's business center, and be on his way.

How HP is making it happen

HP has partnered with Research in Motion (RIM)®, the company that brought email to the BlackBerry, to create solutions for their smartphone. With HP ePrint, comes an intuitive, enterprise-ready mobile printing solution. HP ePrint allows mobile users to print documents, presentations, reports, and photos from email applications to any registered network printer across the enterprise. All you need to use HP ePrint Enterprise is Internet access via a BlackBerry smartphone and BlackBerry Enterprise Server².

To provide even more printing on-the-go options, HP ePrint solution will be available at participating public print locations where business travelers are typically found. Look for HP ePrint at hotels, office print and copy shops, airports, and more.

Getting started

HP offers a range of Workflow and Document Management services to help businesses get more value from their printing environment. To learn more about these services, visit: www.hp.com/apac/improveworkflow.

¹ IDC, [Worldwide Mobile Worker Population 2009–2013 Forecast](#) (Doc #221309), February 2010

² HP ePrint Enterprise solution requires BlackBerry Enterprise Server deployment, Internet- and email-capable BlackBerry smartphone OS 4.5 with separately purchased wireless Internet service, HP ePrint app, and HP ePrint server. Solution works with PCL5/6, PCL3, PCL3GUI printers (HP and non-HP).