

# ReThink Print

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As we all make our way back to the office full time, it's time to rethink the way office printers are managed. That means taking advantage of new cloud technologies, but also thinking about how to protect your print assets in today's threat environment.

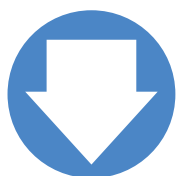


## BAD NEWS FIRST:

It's the year of the hacker... again. Just this month, cybercriminals caused a national gas crisis with a nasty ransomware attack. And according to a survey, two thirds of companies have experienced data losses due to unsecure printing practices.



**1.7 MILLION**  
Average cost of data breach in 2020.



**17% DECREASE**  
Confidence in print security has fallen from 50% to 33% in the U.S.



**69%** of small to medium-sized businesses (SMBs) have suffered a print-related data loss in the past six months.

## NOW, FOR THE GOOD NEWS:

It is possible to secure printers, and more companies are adopting the technology and tactics.



**67%** of businesses say IT security is one of their top three investment priorities.



**48%** of companies have security measures or formal procedures for responding to print security incidents.



**44%** of businesses now employ Follow-Me Printing, where output can only be released to authenticated users.

## RETHINK PRINT: PAPERLESS PRINT

### FORGET EVERYTHING YOU KNOW ABOUT THE OFFICE PRINTER

New cloud-enabled multifunction printers are a central hub for print and digital workflows.

Cloud-based print and scan solutions make it possible for print jobs to follow users, even if working at another location. The newest MFPs are now offering:



#### ANALYTICS & REPORTING

Intelligent dashboards and tracking for usage, compliance and accounting.



#### SECURITY

Authentication, accounting, encryption, biometrics and pull-printing.



#### APPS & SERVICES

Embedded and third-party apps for print management, workflow, mobile, cloud and document management.



#### CLOUD SERVICES

Remote management, remote updates, remote monitoring, cloud-based routing.

With the newest multifunction machines, you can use your favorite cloud storage services (Dropbox, Box, OneDrive, Google Drive etc.) to access or store scanned documents. Users can scan documents and send them via email or directly into a folder or into backend systems, including Microsoft SharePoint, RightFax, FileNet and others.

The most important benefit of adopting a cloud-based print and scan management solution may be that you don't need to invest in or support a server-based software solution. That means the latest version of the software is always available, offering security and performance from anywhere.

Did you know that modern printers are among the most complicated computers in your office? A modern multifunction printer (MFP) has 20 million lines of code, more than an airliner and an Android phone, but less than Facebook.<sup>1</sup>

### Number of Lines of Code in Complex Environments



SPACE SHUTTLE - 0.5 MILLION



F-35 FIGHTER - 5.7 MILLION



GOOGLE CHROME - 6.7 MILLION



BOEING 787 - 7 MILLION



ANDROID PHONE - 14 MILLION



MODERN MFP  
20 MILLION



WINDOWS 10 - 50 MILLION



FACEBOOK - 62 MILLION



AUTONOMOUS VEHICLE - 200 MILLION

### THE BOTTOM LINE

77% of owners believe printing will be critical to their businesses over the next year. For industries such as healthcare, logistics and financial services, paper records and physical documentation is more important than ever. GFC is an industry leader in Managed Print Service (MPS) and we'd love to talk about how we help you transform your printer fleet for the new world.