PRESIDENT’S REPORT

ReThink Print
By Patrick Flesch, President of GFC

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.

NOW, FOR THE GOOD NEWS:
It is possible to secure printers, and more companies are adopting the technology and tactics.

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.

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.
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.

**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.