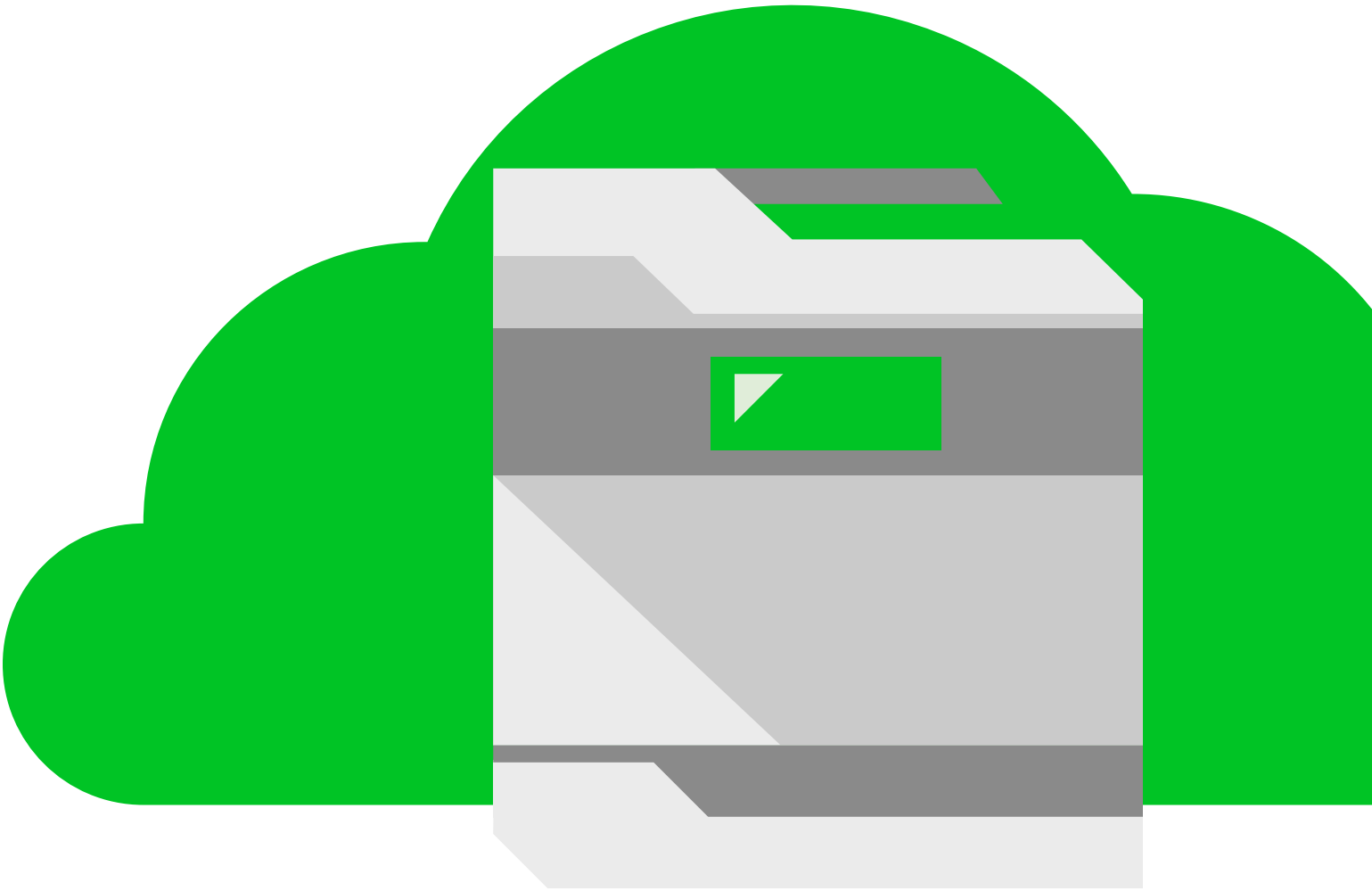
Lexmark

Cloud Control:
The Print Transformation Playbook

How a cloud-based approach to print services
is creating value for enterprises



Contents

Lexmark

A strategy for success

Digital transformation is the future of business. And cloud is the number one investment priority within this space — 79% of organizations are investing in cloud infrastructure to drive their digital transformation initiatives.[1] However, lingering print infrastructure is seen as a barrier to success and cited by CIOs as negatively impacting their cloud migration strategy.[2]

This playbook explores how organizations can both unlock the strategic value of print and drive digital transformation initiatives forward by adopting a technology-led and cloud-based approach to print infrastructure and services.

From changing working practices and a rapid rise in blended remote/office working to increasingly automated customer and supplier interactions and data capture and dissemination, digital and print are evolving to coexist in new ways.

Use this playbook to optimize the value of your print infrastructure while accelerating your digital transformation program - securely, sustainably and cost-effectively.

Tactics for success in this playbook:

- **Cloud:** utilize cloud-based print services to enhance connectivity and control
- **Analytics:** optimize workflows and improve efficiency with global IoT and AI
- **Security:** create a more secure print ecosystem with reduced physical infrastructure
- **Sustainability:** support sustainability measures with optimized and durable assets

Lexmark

1,2 - IDC Digital Transformation and Print Infrastructure Study

Cloud calling

How cloud-based print transformation connects with the core of your digital transformation strategy

The essence of digital transformation involves eliminating your organization's dependence on analog information and on-premises physical infrastructure. Print transformation is core to achieving those goals.

Organizations that take a strategic, cloud-based approach to print fleet and print infrastructure can realize their core digital transformation goals and future-proof their print ecosystem even faster.

IDC Report says Lexmark Cloud Services 'changes the game' for print.

Eliminating on-premises architecture

A smart transformation strategy incorporates a cloud print initiative that allows you to replace on-premises infrastructure with an efficient cloud-native solution to manage print and information capture and flow across your organization. This reduces capital expenditure, eliminates server maintenance, streamlines user management, and gives you greater flexibility, control and scalability. Cloud-based print services are inherently nimble. So, with acquisitions or organization-wide updates, for example, it's easier and quicker to scale up and deploy, whether that's within a single territory or on a global scale.

A cloud-native solution reduces capital expenditure, eliminates server maintenance, streamlines user management, and gives greater flexibility, control and scalability.

Lexmark

True digitization

Analog information is an ongoing challenge to your organization's digital maturity. A smart print transformation strategy underpinned by cloud technology allows you to capture and move information through your organization in ways that are faster, cheaper, more secure, and more integrated. This digitization-from-the-edge with cloud-at-the-core approach is a more efficient, accurate and cost-effective way to capture and manage digital information into and across an organization than paper-based information.

You can benefit whether you're a public sector organization looking to automate client interactions like patient check-in, or a commercial enterprise benefitting from total digitization of documentation coming into your organization. Joining up your MFDs with an infrastructure-light cloud-based managed print services strategy speeds up deployment, so you can take advantage of continuing developments in a safe, secure, fully integrated and cost-effective way.

Cloud Print Infrastructure is the future.

Cloud Print Infrastructure as-a-Service

Cloud is the future. A cloud-based approach to print services brings multiple benefits to organizations, not least of which is removing both the expense and hassle of a physical print infrastructure and the associated maintenance and management burdens. Accessing a modern, secure print ecosystem that is cloud-native not only reduces ownership costs and ensures uninterrupted uptime for users, but also guarantees continual access to rapidly developing cloud and Internet of Things (IoT) technology. This means immediate access to new MFD models and developing subscription services, such as Cloud Print Infrastructure (CPI) as-a-service where organizations benefit from paying for print capacity rather than owning and managing the physical print infrastructure.

Takeaways

- Print should be strategic in your digital transformation
- Cloud-native solutions are the future of print services
- 70% of organizations now prefer as-a-service or consumption models
- CPI as-a-Service is an infrastructure-light and cost-effective print ecosystem

Amplifying anayltics

How a one system approach to data capture enhances efficiency across the print ecosystem

The days of printers as mere paper churners is long over. MFDs are sophisticated devices full of advanced software, engineering and science. They are loaded with sensors that continuously monitor hundreds of data points including alerts, internal diagnostics and data about the device's inner workings. They can proactively and predictably monitor performance to avoid unnecessary downtime. But how this information is captured, analyzed and then acted on is crucial.

93% of organizations believe IoT has the potential to improve printer fleet management.[3]

The value of a global IoT system

Each device is one node in an organization's larger, interconnected printing and scanning ecosystem. That might span a single location or multiple locations around the country or world. This network offers a trove of data, ripe for analysis. That data can offer valuable information about usage trends and inconsistencies, process bottlenecks, cost inefficiencies, waste, security risks, and more — ultimately helping to eliminate burden on your IT team and end users.

An IoT system, such as Lexmark's unique global IoT system, can seamlessly manage customers' environments, providing global visibility and transparency to reduce cost, simplify billing and improve customer service in a way that is far more efficient than where multiple systems are used. A single IoT system from an advanced print provider using its own core technology also makes it easy to integrate data from the print and scan ecosystem with key business metrics for optimum efficiency.

Print ecosystems that utilize a single, global IoT infrastructure offer greater savings to enterprises.

[3] IDC Digital Transformation and Print Infrastructure Study

Predictive support enhances efficiency

Truly efficient print solutions can now offer customers predictive support — this is different from predictive maintenance. Essentially, predictive support uses artificial intelligence (AI) and a digital twin system approach to optimize the system, and to anticipate and correct disruptions before they occur. This delivers better efficiency savings, such as reducing excessive inventory through the application of automatic supplies replenishment algorithms. It also increases uptime and, in Lexmark's case, reduces helpdesk calls by 25% to free up IT teams to focus on their core functions.[4]

Industry-leaders in print ecosystems are using AI to power efficiency-delivering algorithms.

Workflow and process optimization

Every organization and each industry operates differently. A one-size-fits-all approach is unlikely to offer optimal benefits. It's about using cloud connectivity and mapping advantages in print to deliver tangible benefits specific to your organization and your industry. Print ecosystems that use open software integrate easily with existing IT infrastructure to accelerate digital workflows and maximize returns.

Overlaying information captured via the cloud and global IoT, with analysis from data scientists with data from over 5,000 customers and industry experts, is the best way to turn print and document capture into actionable insights, improving business processes and identifying new digitization opportunities. It's about transforming your print system into an intelligent strategic asset that adds value.

Takeaways

- A single, global IoT print ecosystem amplifies data analytics' benefits to customers
- Predictive support is a game-changer, delivering enhanced cost-savings at multiple touchpoints and direct sustainability benefits too
- Accelerate digital workflows with organization — and industry-specific data mapping

[4] Lexmark analysis

Supporting security

How cloud-native print solutions help overcome security concerns

Print is an often overlooked but important part of any IT security strategy. According to a recent study by Quocirca, the average cost of a print-related data breach is around US$400,000[5]— not including legal and brand impact.

Remote and hybrid working have continued to increase over the last 18 months. Coupled with stringent data protection and legal requirements around personal and commercially sensitive data, it is no wonder that print and scan security is frequently cited as a key pain-point for IT professionals.

The average cost of a print-related data breach is nearly US$400,000.

Secure by design

Proprietary technology is a gamechanger when it comes to alleviating security concerns around print solutions. Providers that have developed their own technology offer a much more comprehensive approach to security. How? Technology ownership removes reliance on third parties or sub vendors for updates and implementing security patches, this improves agility and speeds up responsiveness to boost protection and reduce the likelihood of breaches.

Hardware matters too — look for a provider that has a consistent high-level security offering as standard across all its MFDs, rather than selling better security as an add-on. And in terms of day-to-day processes, solutions such as print release eliminate the very real security concern of sensitive documents sitting unclaimed.

Vendors using proprietary technology deliver security patches more quickly.

[5] Quocirca Print Security Landscape 2020

Comprehensive security with cloud

Reducing or eliminating physical print server infrastructure makes a big difference to security — and this is where a cloud-based approach adds significant value. Cloud solutions bolster security by getting rid of the need to keep numerous print servers, often in diverse geographical territories, secured and up to date. It's not uncommon to see print servers in unsecured locations — such as a retail manager's office, a welcome desk at a medical center, or an unsecured bank branch closet — and these create a very real security risk, one with significant legal and financial penalties. This is eliminated with a cloud approach.

A centralized cloud approach delivers instant remote access combined with the benefit of an immediate and uniform response to any issues that might arise. Security patches can also be implemented more quickly and consistently, regardless of location.

Print servers in unsecured locations create a significant security risk.

Takeaways

- Cloud-native print solutions significantly reduce security risks
- Proprietary print technology means more rapid security fixes
- High-level security should be designed in as standard across all devices

Sustainability matters

How to optimize your print services to support sustainability measures cost-effectively

Sustainability is, and should be, an increasingly important consideration when it comes to next-gen print infrastructure and services. A deep dive into the sustainability credentials of print services providers is essential. It's about going beyond box-ticking. It's about understanding the true relationship between hardware durability and system design optimization to support sustainability criteria while also improving your bottom line.

Smart refresh

Asking questions around hardware production is a great first step in understanding an enterprise's sustainability commitments. It isn't always a foregone conclusion that hardware and MFDs are produced using materials derived from sustainable sources, but it should be. Similarly, what's the durability of the devices? Most printers and copiers are replaced every four years, only Lexmark develops industry-leading devices that are designed to last seven years, saving not only the expense of refreshing devices too often, but also delivering sustainability benefits too. Longer-lasting, reliable devices that are future-proofed reduce capital spending as well as replacement, recycling and wastage requirements.

A smarter approach to printer refreshes and predictive support, which includes measures such as smart shipping, enhance sustainability and make print services more cost-effective. This is made possible through data analytics. Performing targeted smart refreshes on only the devices that need to be replaced eliminates the disruptions — and costs — that come with a full-scale, and often unnecessary, rollout.

A smart refresh avoids unnecessary capital spend on print.

Print is an increasingly important part of the sustainability story.

Lexmark

Ecosystem optimization

An up-to-date assessment of print requirements removes over-capacity and optimizes the ecosystem set-up to reflect cloud and IoT developments, as well as changing working practices and hybrid working requirements. Whether it's a simple over-configuration fix, like getting rid of unnecessary A3 print capability and print release to reduce wastage, or a more comprehensive review to remove on-premises architecture and explore cloud-based benefits, these are all measures that support sustainability too.

Takeaways

- Your print supplier should help you achieve your own sustainability targets and monitor and communicate progress
- A smarter, sustainable approach to print refresh reduces costs and capital expenditure
- Optimizing the print ecosystem is cost-efficient and a key contributor to sustainability

Why print transformation matters *now* more than ever

As the workplace changes and the future of work appears increasingly uncertain, print transformation is more essential than ever to your digital transformation.

Scalability and flexibility matter more than ever: As hybrid work plans emerge in an uncertain environment, the right cloud print strategy will be critical to allowing your organization the agility it needs to respond quickly and effectively to changing needs.

Analytics and intelligence matter more than ever: You'll need to understand how to support a print fleet that is serving a frequently redistributed and reorganized organizational footprint.

Lexmark can help you make this happen successfully.

Let's discuss how.

Get in touch

Lexmark™

Lexmark creates innovative IoT- and cloud-enabled imaging technologies that help customers in more than 170 countries worldwide achieve their vision of print simplicity, security, savings and sustainability.

Built on a powerful combination of advanced technology, deep industry expertise and exceptional customer engagement, we help eliminate IT burden, enable digital transformation and drive savings and flexibility in retail, financial services, healthcare, manufacturing, education, government and more.

Founded in 1991 and headquartered in Lexington, Kentucky, Lexmark is recognized as a global leader in print hardware, service, solutions and security by many of the technology industry's leading market analyst firms.