



Document Solutions

CLOUD PRINTING SERVICE

# TAKE EFFICIENCY TO A **NEW LEVEL**

MANAGED PRINT SERVICES  
HOSTED IN THE CLOUD



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# CLOUD PRINTING IS HERE

WE'RE TAKING MANAGED PRINT SERVICES TO A WHOLE NEW LEVEL

### IMAGINE...

- > Your IT team never wasted time on a print-related job ticket.
- > There was no need to purchase or maintain any print servers.
- > Ink and toner was always replenished in good time.
- > Print devices could fix themselves if they developed a fault.
- > Policy controls were hard-wired into every print request.
- > You could flex your fleet to peak loads at will.
- > The print fleet was easy to use and always available.

As one of the world's most innovative document solutions providers, KYOCERA has a rich history in pioneering technologies and game-changing solutions for real-world customer challenges.

Cloud printing is our latest breakthrough. Developed in response to first-hand experiences of the modern enterprise's changing document needs, KYOCERA Managed Print Services hosted in cloud take the MPS concept to a whole new level by allowing you to outsource the management of your entire print network.

From device monitoring and maintenance to traffic management and print policy enforcement, now we can take care of all things print on your behalf, leaving you free to concentrate on more productive tasks that benefit your business.

# WHAT IS CLOUD PRINTING?

## A SIMPLE KIND OF CLEVER

Cloud printing is the ultimate development of our Managed Print Service solution. The technology is superbly clever; the way it works is brilliantly simple.

In basic terms, cloud printing is an outsourcing strategy for the processing, routing and management of print data traffic. Or, to put it another way, it's a print server in the sky.

This isn't a tech analyst's forecast. It's not an IT manager's wishlist. This is KYOCERA Managed Print Services hosted in the cloud, a robust, enterprise-ready reality, and it's available today.

## VIRTUALISATION FOR PRINT

In a Managed Print Service hosted in the cloud, everything that happens between your users hitting print and the document arriving at the print device is taken care of by KYOCERA.

It's virtualisation for the print network. There's no need for onsite print servers and no need for your IT team to support the print network on a day-to-day basis. Print just happens, and happens right, every time, all the time.

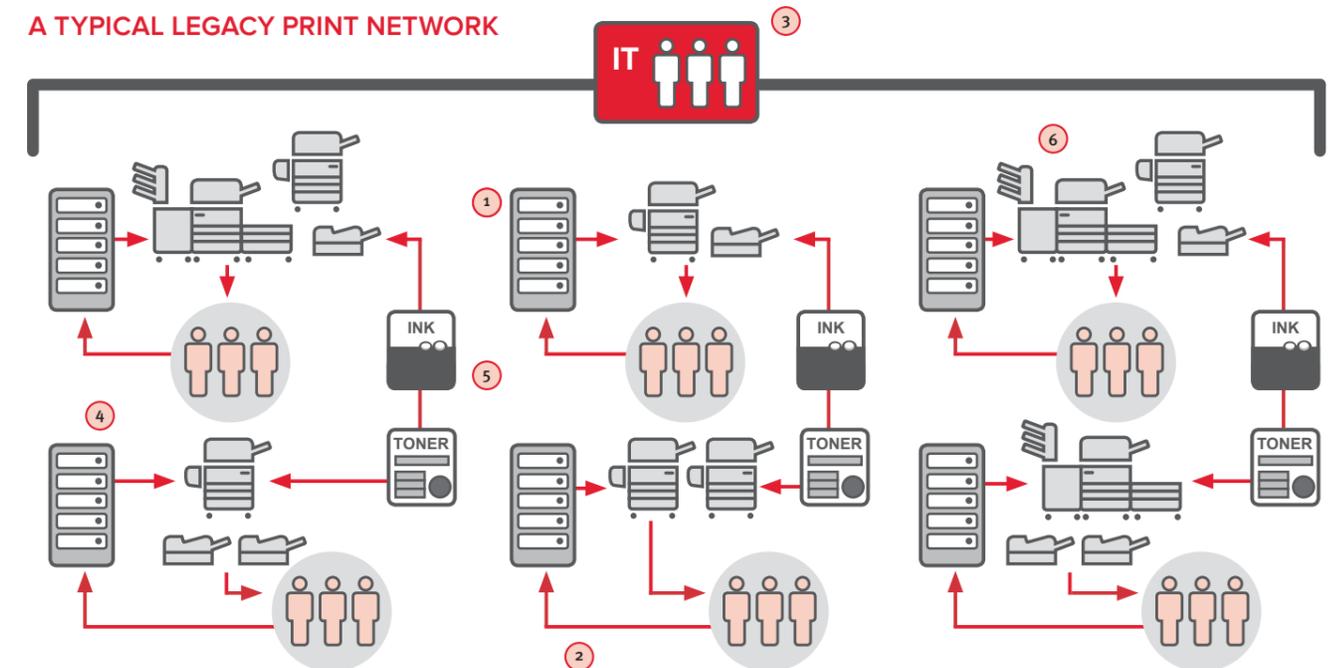
## THE BUSINESS CASE

Built on the proven principles of our Managed Print Service solutions, KYOCERA cloud printing sets new standards for efficiency, and can help you unlock even greater value from a managed document environment:

- > All the benefits of a Managed Print Service taken to new levels of efficiency.
- > Create a more responsive, scalable and reliable document environment.
- > Release multiple business resources currently devoted to the print fleet.
- > Streamline your print network and reduce operational overheads with no capex.

# THE PROBLEM WITH PRINT

## A TYPICAL LEGACY PRINT NETWORK



## THE COSTS OF AN UNMANAGED PRINT FLEET

It's estimated that between 1%-3% of a company's entire revenue is spent on print (Gartner 2012). Print networks can easily become inefficient over time, compromised by ad hoc expansion, obsolete or mismatched technology and lapsed servicing contracts.

An unmanaged print network could be costing you hundreds of thousands of pounds or more a year in:

- 1 Server space
- 2 Network bandwidth
- 3 IT support
- 4 Hardware maintenance
- 5 Toner and ink
- 6 Energy

Alongside the financial costs, poor print performance is also a threat to commercial agility, user morale, network security and progressive business policy.

Even in a managed environment, print remains disproportionately resource-intensive to deliver, maintain and manage in comparison with other IT systems.

## IS YOUR IT TEAM STUCK IN THE 'PRINT TRAP'?

In a recent survey by research company Loudhouse, 200 IT managers of 500+ seat enterprises estimated they spend one third of their time on average fixing printer-related issues. That's over two and a half hours a day, or one and a half days every working week.

This so-called 'print trap', which leaves highly trained personnel distracted by unproductive print-related job tickets, has a direct effect on your IT team's ability to contribute positive value through planning and innovation projects.

# TAKING MPS INTO THE CLOUD

## ORGANISE, MINIMISE, OPTIMISE

Before you can virtualise your print network, first you need to take control of it. A KYOCERA Managed Print Service optimises your print environment, reconfiguring the fleet, eliminating inefficiencies and maximising performance in line with your organisation's needs:

- > Match fleet architectures to operational functions.
- > Control the use of print resources in support of business strategy.
- > Minimise waste, overheads and consumption.
- > Organise your print fleet in line with business processes.

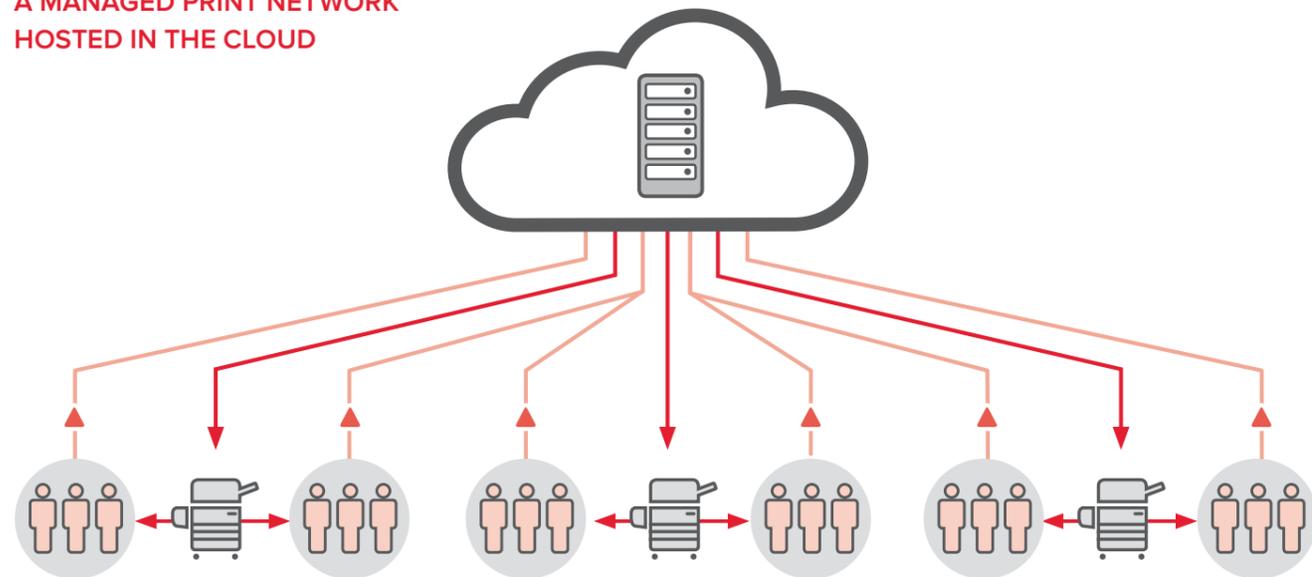
## CREATING THE VIRTUAL PRIVATE PRINT NETWORK

Cloud printing takes the MPS concept one stage further by adding an offsite data centre to create a virtual private print network.

A managed print service hosted in the cloud is a true outsourced solution. Processing, routing, management, maintenance and policy enforcement – we take care of everything. All you need to do is allocate the devices to your workgroups.

As you can see when you compare the legacy print fleet with the diagram below, controlled by a Managed Print Service hosted in the cloud, the document environment becomes simpler and much more efficient, delivering escalating business value with every new print.

## A MANAGED PRINT NETWORK HOSTED IN THE CLOUD



### WHY A MANAGED PRINT SOLUTION HOSTED IN THE CLOUD?

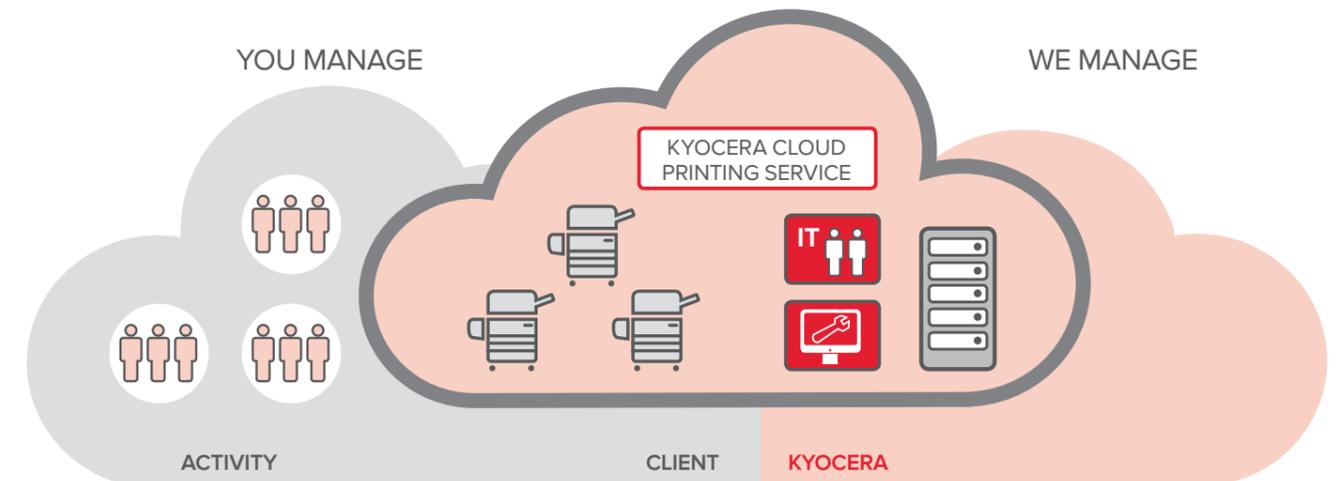
- Liberate IT resources** – Redistribute IT personnel and hardware to more productive activities.
- Improve reliability** – The print environment is robust and responsive so you can depend on it.
- Achieve new agility** – Document services are easily scalable and can adapt dynamically to the changing needs of your business.
- Deliver sustainability** – Reduce your paper, ink, energy and hardware consumption.
- Take control** – Accurately monitor fleet assets, print usage and service performance.
- Reduce print costs** – Requires no new capital expenditure and you only pay for what you use.
- Drive user productivity** – Optimise document-intensive business processes and deploy innovations like cloud scanning and mobile printing.

## A BESPOKE SOLUTION

We use a systematic design methodology to create the right combination of hardware, software and virtual resources to deliver the optimum solution for your needs:



- ASSESS**
  - > Establish an understanding of your key operational objectives.
  - > Collect the information required for an informed design, including benchmarking of WAN links to test viability.
- DESIGN**
  - > Design and review the proposed cloud print infrastructure and service.
  - > Plan and agree the implementation schedule.
- DEPLOY**
  - > Formalise deliverables and SLAs.
  - > Monitor performance data to maintain and refine service.



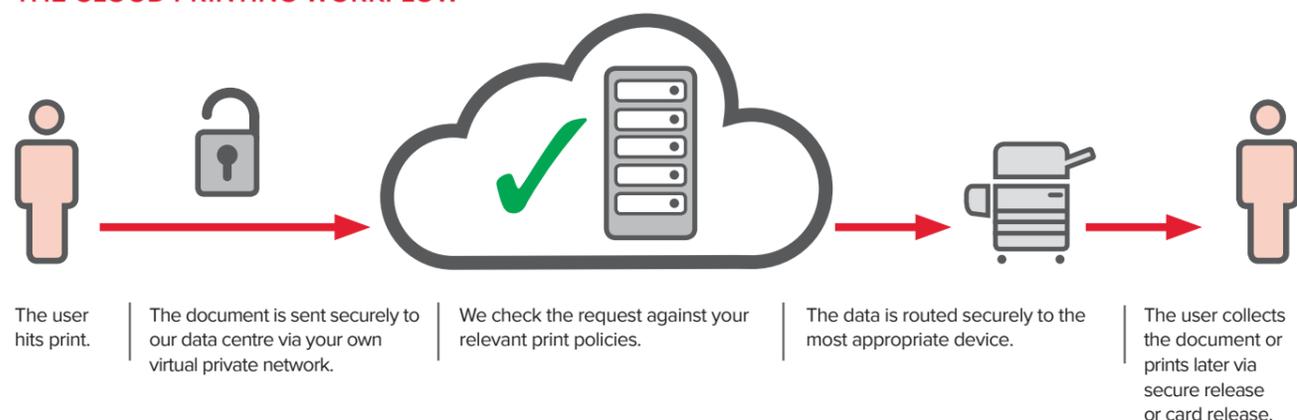
ACTIVITY	CLIENT	KYOCERA
Print device hardware provision		✓
Print device hardware support		✓
Automatic toner delivery		✓
Automatic print device fault resolution		✓
Printer usage reporting and billing		✓
Automatic print usage billing (with CPP)		✓
Print server provision and support		✓
Print management software provision		✓
Print management software support		✓
Service review meetings		✓
Print management software administration (including user admin)	✓	
DNS Server	✓	
Change management	✓	✓

# HOW IT WORKS

## WHAT HAPPENS WHEN YOU HIT PRINT?

The KYOCERA Cloud Printing Service works just like a traditional print server, except all of the resource-intensive operations take place offsite.

## THE CLOUD PRINTING WORKFLOW



## A ROBUST, BUSINESS-READY SOLUTION

With the hardware and software managed offsite by dedicated experts, cloud printing has the potential to be more reliable than the equivalent onsite deployment.

We deliver to guaranteed Service Level Agreements and all of our solutions are built, operated and managed to ISO standards 9001, 14001, 27001 and BS-25999.

## A SEAMLESS USER EXPERIENCE

We make sure your WAN has sufficient bandwidth to support cloud printing during the assessment stage (and recommend the best course of action if it's not) so there's no added latency in your print queue and no perceptible difference to the end user experience.

## POLICY ENFORCEMENT

If you'd like to specify controls on how your print resources are used, you can. In a MPS hosted in the cloud, every print request can be automatically checked against relevant rules at the server, then routed to the most appropriate device or held for secure release.

## LIGHT-TOUCH MANAGEMENT

With a Managed Print Service hosted in the cloud, there's no management dashboard for your IT team to keep watch over, and no policy calls to make. We provide customised monthly or quarterly reports, supported by regular service review meetings, so you're always in control.

## SCALABLE ON DEMAND

One key advantage of cloud printing is it's virtual, so you can upscale your print capacity and reshape the fleet configuration effortlessly as required.

For example, if you find you need more bandwidth during peak loads, we'll simply ramp up your print server capacity. This means you no longer need contingency storage for print traffic, so you can reduce server capacity, freeing up precious IT budget and rack space.

## QUICK FAULT RESOLUTION

Should a device fault occur, we can diagnose the problem from our end and quickly despatch an engineer to rectify the problem. In some cases we may even be able to solve the issue remotely or over the phone. Plus, because your print server is now virtual, your network has automatic fail-over in the event of a hardware fault.

## TOTAL COST TRANSPARENCY

The beauty of a Managed Print Service hosted in the cloud is you only pay for what you use. There's no major new capital expenditure, significant infrastructure overheads are eliminated, and ongoing charges are completely transparent for simplified cost allocation.

## IN SUPPORT OF CHANGE

Cloud printing helps support the practical, reliable and secure introduction of new working practices to your organisation, such as user mobility, Bring Your Own Device policies, cloud scanning workflows and data storage platforms.

## A BEST-OF-BREED TECHNOLOGY PARTNER

Our cloud printing services are powered by best-of-breed technology partner KDDI, Japan's second-largest telecommunications provider. A Fortune global 500 company and a Top 10 Telecom Corporation Carrier, KDDI is depended on to deliver mission-critical systems and IT solutions by major multinationals across the globe.

KDDI and KYOCERA have a long history of partnering to bring innovative solutions to market. Their close working relationship is enhanced by sharing Dr Kazuo Innamori as a founder and a strong commitment to his business philosophy.

## AS SECURE AS YOUR OWN PRINT SERVER

The security of your data is our number one priority when delivering your cloud printing services. Our solution is protected by advanced digital and physical defences at every stage of the dataflow so you can hit print knowing your intellectual property is in good hands.

## Your own virtual private print network

A KYOCERA Managed Cloud Print Service is a true virtual private network – a closed loop – so your data is never exposed to the internet. None of your print data is held permanently in the cloud and the server cache is wiped the moment ink hits paper.

## Digital security measures

- > Outbound and inbound data is encrypted and transmitted by secure VPN using firewall technology.
- > Strong API access control with dependency chain analysis and monitoring.
- > Continuous vulnerability scanning and configuration audits for consistent security levels.

## Physical security measures

- > Guarded 24x7 by trained security personnel with digital CCTV.
- > High security perimeter fencing.
- > Single-person point of entry.
- > All visitors are authorised by electronic access management.
- > Rigorous secure site access procedures.

## WHAT HAPPENS IN AN EMERGENCY?

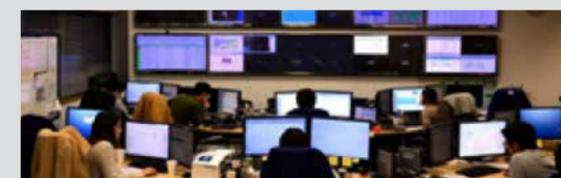
Should the data centre be threatened with an exceptional event such as fire, flood or power failure, preventative and curative data centre contingencies ensure your print services continue uninterrupted.

- > Completed in 2010, Telehouse West conforms to the latest modern global standards for data centre design and build, including advanced protection against accident, damage or attack.
- > Assured fire detection and suppression technology, water leakage protection and cable management policies.
- > Backup power systems, UPS and generators with a minimum of 24 hours autonomy at full capacity.



## THE UK'S MOST ADVANCED DATA CENTRE

We use KDDI's state-of-the-art £80 million Tier III Telehouse West facility in London's Docklands, which at 190,000m<sup>2</sup> is one of the biggest and most technologically advanced internet exchanges in Europe.



# THE CLOUD NINE

WHY A KYOCERA MANAGED PRINT SERVICE HOSTED IN THE CLOUD?

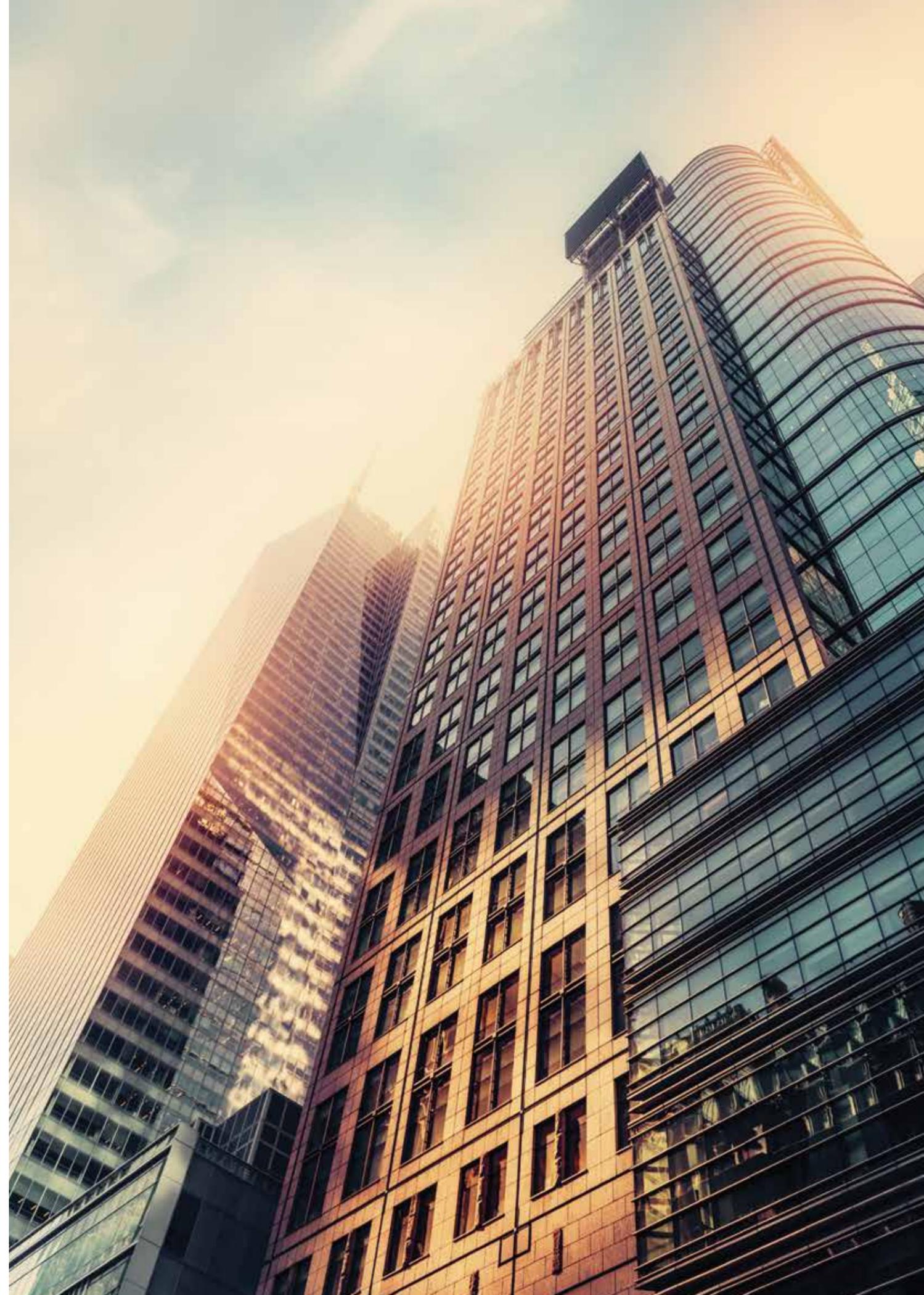
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- 1 Frees your IT team from the 'print trap'.
- 2 Easy way to create a controlled print environment.
- 3 Improves the resilience of your print network.
- 4 Aids business agility and helps facilitate change.
- 5 Enjoys the security of a private cloud.
- 6 Enhanced productivity and availability.
- 7 Fast MPS deployment with minimum disruption.
- 8 Is cost-efficient and simplifies budgeting.
- 9 Supports innovation such as mobile working.

## DISCOVER THE VALUE BEYOND

We'd be delighted to talk to you further about KYOCERA's Managed Print Service hosted in the cloud. Please contact us to arrange a meeting, ask a question or simply chat through your thoughts.

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