



PERSONAL PRINTING

by CORTADO

Maximized Print Savings, Minimized Effort

1. The Problem: Print Costs Overburden Your IT Budget

Printing costs are among the highest monthly expenses in almost every company. Most costs however, are unnecessary:

- Users unintentionally print multiple copies or the wrong document
- Large amounts of paper and toner have to be constantly reordered
- Departments working with sensitive data often need costly individual printers per employee
- Departments working with sensitive data often need one printer per employee
- Helpdesk calls and print management are time-consuming burdens for IT departments

2. The Solution: User-Authenticated Printing with Personal Printing

“Page volumes: Implementing pull printing typically helps reduce office page volumes by at least 10%; percentages vary by organization, and some organizations report dramatically more.” – Gartner research note (Cost-Cutting Initiatives for Office Printing, S. McNee et al, July 2013).

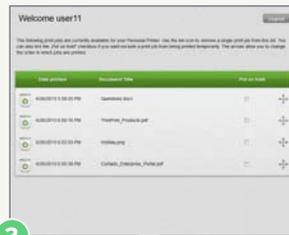
Since the printout isn't initiated until the user authenticates directly at the printer (pull printing), forgotten printouts and printers designated for individual employees are a thing of the past. Your employees can easily view or delete print jobs they no longer need, the workload for your IT staff is reduced, and all without additional hardware even required.

Personal Printing – It's That Easy



1

IT installs software on the server and sticks QR codes on printers



2

User prints – redundant print jobs can be deleted via the JobViewer



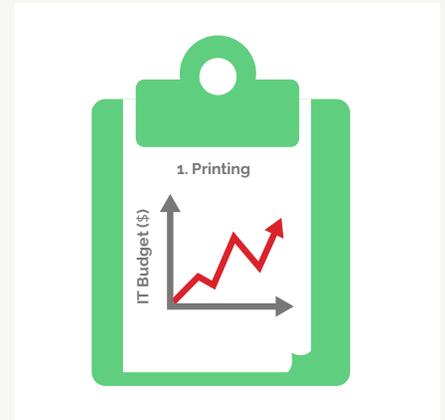
3

User scans the QR code on the printer via the Personal Printing app on their smartphone



4

Finished – the required printout is delivered into the user's hands



Average printing costs per user, per year: \$ 650

Minimum cost savings with Personal Printing (10%): \$ 65

Personal Printing license per user, per year: -\$ 18

Net savings per user, per year: \$ 47

Reduce Costs with Personal Printing – Your Advantages:



Reduced paper and toner costs

With Personal Printing, the printer doesn't begin printing until after authentication. Print jobs that remain unprinted can be deleted automatically from the print server after a certain time. This will significantly lower your paper and toner consumption.



All devices, all manufacturers

No matter what your IT architecture looks like, how many printers from different manufacturers are used, or how often employees print: Personal Printing works with all printer models, can be implemented flexibly in any company, and is completely scalable. Investment in new hardware is not required.



Confidential printing – without an expensive single-workstation printer

Pull printing technology enables confidential printing, even on shared network printers. Investing in expensive and administration-intensive printers for individual users and departments that deal with confidential and sensitive data becomes unnecessary.



Reduced administration outlay

Personal Printing is easy to install and manage. The administration time and effort involved in printing drops significantly because all users access the same printer queue and problems with drivers and queue assignments are solved. Users decide themselves from which printer they collect their printouts.



Free printer selection = minimized maintenance costs

Maintenance contracts with short (i.e. expensive) response times are no longer necessary. With Personal Printing, users can easily select an alternative printer to those that may not be working, are out of service, or are simply unavailable due to lack of toner or paper.



Cost-effective, flexible licensing

Thanks to monthly, user-based licensing, you can always see your Personal Printing costs at a glance and easily purchase new user licenses. This user-based pricing model in particular provides a high degree of transparency as for you it means: one user, one license, one price. Easily calculate the savings your company can make with Personal Printing.

Try It Now

A free demo version, the links to the app stores and more information on Personal Printing are all available at

www.personal-printing.com

Information on other authentication options like smartcard or PIN entry can also be found on our website.



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