

Printing with ThinPrint Pays Off



The financial industry continues to grow once again, and the focus remains on keeping costs low and productivity high while never compromising security. Printing remains essential, from printing contracts to updated sales figures and financial records. ThinPrint optimizes print environments and saves direct costs as well as time. Improved print administration will benefit financial advisors, management and administrators alike. From faster and easier printing to time saved while troubleshooting why a page isn't printing, ThinPrint provides the most comprehensive print solution.

Challenges when printing in finance

- **Data security:** Information and time sensitive documents must be printed securely to the desired printer. This includes both sending encrypted data and releasing jobs only when the owner is already at the printer. Personal Printing Essentials allows just this.
- **Cost savings:** Information and time sensitive documents must be printed securely to the desired printer. This includes both sending encrypted data and releasing jobs only when the owner is already at the printer. Personal Printing Essentials allows just this.
- **Small teams:** Financial firms often have smaller teams working in specific areas. This leads to a relatively high number of printers in the enterprise. Combined with high printing volumes, especially in sales and administration, this creates a significant challenge that must be overcome daily, without impeding employees' workflows.
- **Variety of formats:** Departments in large financial organizations have a variety of different form templates that need to be processed and printed. In addition, each area has different quality requirements when printing. Some documents must be printed multiple times with a color version for the customer and a black & white version for the employee for example. In addition, finishing options available with printers like stapling or hole-punching can be used to further save time with multiple page documents.
- **Customer service:** Increasingly, smartphones and tablets are being used in the enterprise for customer service tasks. Especially salespeople working outside the office, or at multiple locations benefit from mobile printing options.



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Reliable printing combined with cost savings

To ensure a long term security strategy is successful, printing processes should be included from the initial planning stages of IT projects in the financial services sector. With ThinPrint, printing problems are avoided from the very beginning and printer driver issues and extensive support are no longer required. The efficiency of the world's leading print solution is reflected in significantly reduced administration costs, increased employee productivity, and the reductions gained in both material and time costs.

The Solutions:



- **ThinPrint Engine** is the backbone of the ThinPrint technology and enables trouble-free printing in all environments. Thanks to Driver Free Printing the solution offers printing to any printer on the network without requiring drivers to be installed. Connection-oriented bandwidth control and print data compression of up to 98% speeds up printing significantly, while the burden on the network is drastically reduced. Cost-saving default settings (e.g. duplex or black & white printing) allow further reductions in printing costs.
- **ThinPrint Engine Premium** includes all of the components of the ThinPrint Engine and additional ThinPrint features. These include the comprehensive collection and analysis of print volumes, as well as all costs and mobile printing.
- **Personal Printing** enables QR-code protected printing, for example to public printers. The printer does not start printing the document until the user authenticates at the printer. This ensures that sensitive information does not accidentally fall into the wrong hands at the printer. Overall printer numbers can be reduced as printers can now be securely shared among various employees.

Advantages at a glance



- **Reduce costs:** Tracking print volumes allows for a far better distribution of printer resources and reduces helpdesk requests, as well as printer downtime and costs.
- **Easy administration:** Printer driver issues and support can be avoided, drastically reducing administration costs and the time required for printer management.
- **Efficiency:** The automatic mapping of local printers, also for user groups, significantly enhances productivity, especially in customer service, human resources and accounting. The variety of formats also no longer poses a problem. With the correct printer in any session, documents can even be hole-punched or stapled.
- **Mobility:** With ThinPrint Mobile Print, iPad and iPhone users print from any remote or virtual desktop session to local AirPrint™ printers. Printing is instant and the user doesn't even have to leave the session. Thanks to HTTPS and certificates, mobile printing is also highly secure.



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