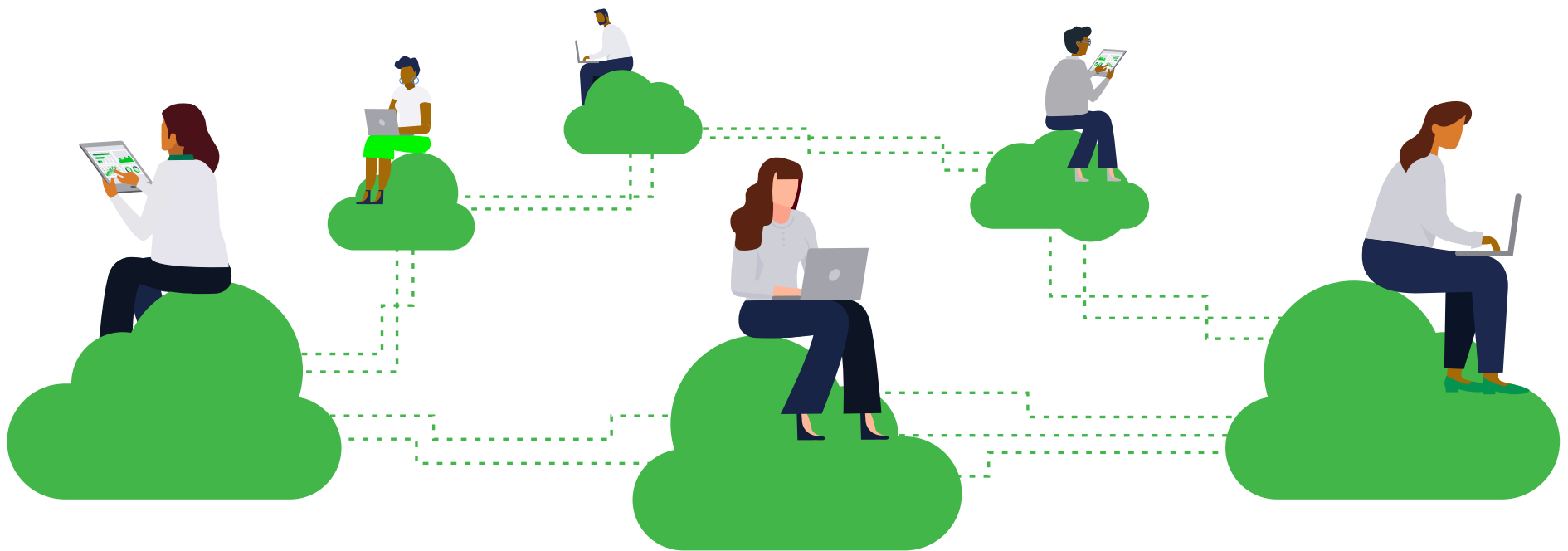


# The Cloud Continuum

A guide to staying up-to-date and realising returns  
from emerging cloud-based technologies



## A clearer way ahead

Innovation in cloud-based print technologies is continuous, with its results supporting shifting work patterns and unlocking new gains for the changing business environment. Use this practical eGuide from Lexmark to explore how your organisation can take full advantage of industry-leading cloud print functionality in advanced connectivity, remote management and secure printing solutions. This will lead to improved efficiency, increased visibility and reduced IT burden whilst eliminating costly on-site infrastructure.

# Accelerating connectivity



Cloud technologies improve remote access to meet the complex needs of evolving networks

Three ways cloud-solutions can benefit your organisation now:

## No. 1: Advanced connectivity improves workplace flexibility

Remote access to advanced services is more important than ever in today's evolving work environment. Networks are disparate and more complex, and now include home offices and co-work locations alongside traditional offices. To optimise this hybrid print environment, look for cloud solutions, such as the Lexmark connectivity suite, that enable all print devices to connect to the cloud quickly and simply without additional hardware investment, depending on your particular needs. Whether it is 100,000 devices or a single home office, cloud bridging solutions connect all devices safely and securely to meet evolving network variety and complexity.

## No. 2: Connect to existing cloud storage to enhance collaboration

Look for flexible, scalable architecture that addresses future connectivity and growth requirements for every network situation. Work patterns continue to evolve, and foundations must be augmented as new functionality comes into play. Open, compatible and easily integrated systems work with multiple vendor types to optimise and build on available infrastructure so you can continue to benefit from new cloud technologies without the need to start again. Lexmark solutions are built on an open platform, making it easy to add on innovative cloud offerings such as Cloud Scan Management and real-time Translation Assistant.

46% of employees say it is time consuming and challenging to find documents<sup>1</sup>



### No. 3: Future-proof your network with open, easily integrated cloud solutions

Cloud technologies are transforming how businesses access, share and store data. Remote storage infrastructure, network-based storage and shared file management are all part of a network's cloud solution. Printer-cloud connections have evolved to support this. Your printers should be able to connect directly to widely used cloud storage services – such as Microsoft OneDrive and SharePoint, Dropbox, Google Drive and Box – alongside internal systems so you can access, capture and share from any multifunction printer to work smarter and faster.

#### Technology spotlight: Lexmark Cloud Bridge

Connect all your print devices to the cloud in a simple, secure and efficient way with Lexmark Cloud Bridge. Flexible architecture means you benefit from advanced print services functionality for any type of network environment – from large globe-spanning enterprises to small home offices – whilst also creating a foundation for future cloud functionality.

#### Cloud connectivity benefits at-a-glance

- Meets evolving network and workplace patterns
- Integrates with existing cloud storage
- Scales easily to future-proof your network



# Amplifying efficiency

Infrastructure-light, cloud-based solutions offer efficiency and flexibility for today's hybrid workplaces

Three ways that cloud solutions can benefit your organisation now:

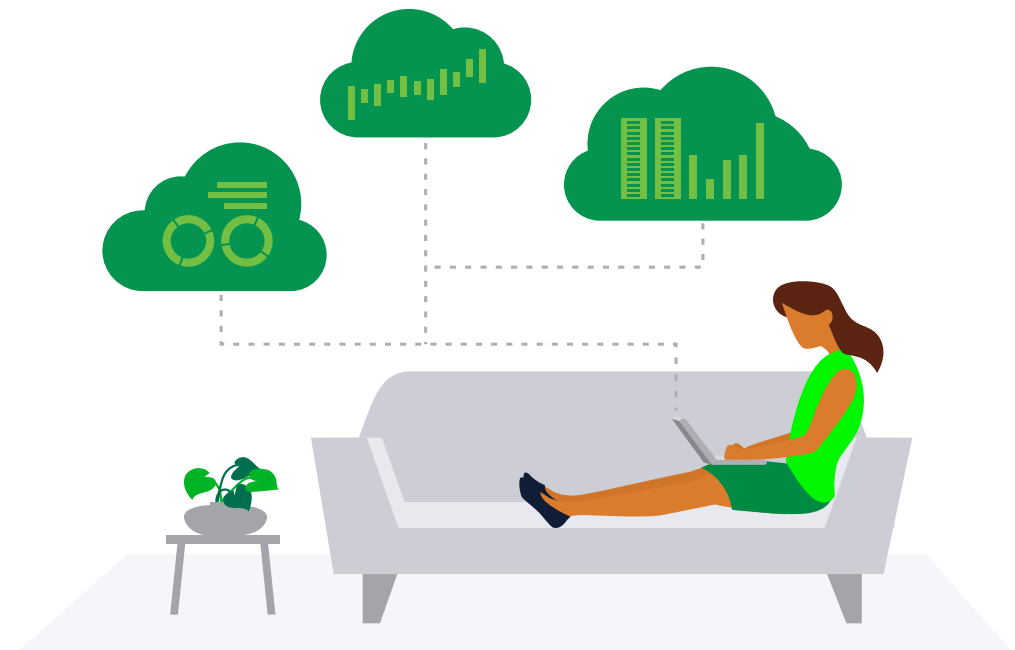
## No. 1: Remote management functionality reduces IT burden

Changing work patterns and dispersed locations add to network complexity and control. Cloud-based solutions that offer remote-device configuration and management enhance and simplify control, reducing the burden for IT teams. Automated updates free IT resource to focus on more value-added tasks. They also eliminate the need for costly and time-consuming on-site visits. Disparate locations and individual remote devices alike can be brought safely into the network and managed remotely to apply patches, optimise settings and carry out routine maintenance.

## No. 2: Eliminate costly on-site infrastructure, pay only for print capacity

Cloud-based solutions remove the need for physical print servers. This is a cost-effective way to reduce infrastructure expenditure in the immediate term, as well as subsequent outlays for upgrades and obsolescence. Valuable business space is freed, and your environmental footprint is reduced. User experience is also improved with better cloud-supported mobile print capability. Cloud-queuing and print release functionality reduce waste to lower print cost and support sustainability objectives. Cloud technologies also enable more flexible payment and subscription-based models, such as Lexmark Cloud Print Infrastructure as a Service, where you buy print capacity based on actual print needs.

60% of global organisations will deploy cloud-based technologies to enable remote monitoring by 2023<sup>2</sup>



### No. 3: Improve productivity in document workflows

IoT-enabled devices combine with remote management functionality and data analytics to offer improved performance visibility and print optimisation capabilities across your cloud-enabled print architecture. A single dashboard view of the whole fleet makes it straightforward to monitor usage patterns and make comparisons to identify areas of inefficiency. Confidently set quotas, streamline workflows, limit device access and remove unnecessary device capacity using data-driven decision making. Cloud solutions that support real-time data help you make immediate adjustments to optimise gains and resources.

#### Product spotlight: Lexmark Cloud Scan Management

Scan and share files directly into your cloud-based file sharing system with Lexmark Cloud Scan Management and save time and resources. Improve document processing speeds and information access across your organisation's distributed locations or functions by simply and securely converting physical documents to digital format.

#### Cloud efficiency benefits at-a-glance

- Reduce IT burden with remote management and configuration
- Eliminate expenditures from physical print servers
- Gain flexibility with as-a-service subscription models
- Highlight optimisation opportunities with better data insights



# Advancing security



Cloud-based solutions offer enhanced security features to reduce the risk of data breaches and control access

Three ways cloud-solutions can benefit your organisation now:

## No. 1: Reduce security threats with updates available in real time

Today's cloud-based print solutions offer automated security and firmware updates, removing the need for time-consuming manual implementation, and keeping your business compliant. More sophisticated cloud fleet management solutions allow remote management and control over settings, security policies and firmware updates across all types of devices, even in remote locations. Home offices and mobile print capability are no longer a security weakness with out-of-date patches and poorly configured security settings resolved.

## No. 2: Cloud-based authentication and secure print release functionality

Curb the use of hard-to-track personal printers with secure print release features that ensure only authorised users print at an enabled device of their choice. This also provides built-in redundancy to the print environment. Keep sensitive information private and reduce paper waste with cloud printing that holds documents securely in a single global print queue until authenticated. For highly sensitive areas, Lexmark's Cloud Print Management uses innovative hybrid technology to keep prints jobs inside an organisation's firewall, with only print metadata sent to the cloud to enable analytics.

68% of organisations experienced data loss due to unsecure printing<sup>3</sup>



### No. 3: Minimise risk by capturing and scanning documents direct to cloud storage

Combining cloud and capture technology optimises security for organisations. Automating workflows from the point of capture is efficient, secure and supports sustainability. Cloud-based print infrastructure that captures and can tag and route documents to existing file and cloud storage supports a seamlessly integrated network that requires minimal physical intervention.

#### Product spotlight: Cloud Print Management

Simplify cloud-based print, streamline fleet management and boost security with Lexmark Cloud Print Management. Share and manage print globally, and reduce IT burden whilst controlling costs and improving end-user experience.

#### Cloud security benefits at a glance

- Keep devices secure, even in the home office, with automated updates
- Boost security with print release that requires authentication
- Eliminate sensitive documents left behind on printer trays



# The Lexmark difference

Lexmark offers a fully integrated cloud platform for the management of your fleet, print and scan requirements. Its suite of cloud-based services is built on continuous innovation that takes advantage of emerging technology to deliver advanced connectivity and safe, secure remote management solutions that streamline your business.



## Cloud Bridge

Simplify your print services access with direct connectivity.



## Cloud Connector

Effortlessly connect your business to popular cloud applications.



## Cloud Fleet Management

Manage customer devices, anytime, anywhere.



## Cloud Print Infrastructure as a Service

Access print capacity on your own terms.



## Cloud Print Management

Take print release to the next level of security and simplicity.



## Cloud Scan Management

Save time and improve document processing speeds.



## Lexmark Translation Assistant

Real-time document translation at your fingertips.

Find out more at [Lexmark.com](https://www.lexmark.com)

