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In searching for ways to boost security and lessen its IT burden, Lexmark implements Cloud Print Management with positive results

Managing a print infrastructure

Like many of its customers, Lexmark faced the challenge of managing a variety of print servers, which put pressure on IT resources and took administrators away from other critical tasks. Managing 120 locations and 110 servers dedicated to print, along with 13,000 end users, meant the company spent significant time and money supporting server maintenance.

When a server goes down, all applications running on that server become unavailable which disrupts business operations. Or when a new version of an application, server upgrade, or security patch is released, administrators need to apply the updates which can take several weeks to complete. For Lexmark IT, this meant constant monitoring to ensure operating systems and security patches were current with minimal user disruption. Needless to say, IT resources were stretched to the limit.

The organization knew that by reducing print servers and moving to a cloud print solution, it could eliminate a portion of their physical print servers, streamline the management of its entire print environment and increase security across the network. According to Ed Buhler, Lexmark Global Manager for IT, gaining centralized control of print servers became a critical objective to drive maximum productivity and minimize the risk of a security breach.

"Having fewer devices out there means fewer devices to patch, so we can react faster to a potential cybercrime or virus. It also means less upgrades and fewer devices that aren't controlled by IT, which often end up being shared drive servers containing data we cannot control," says Buhler.

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Lexmark Cloud Print Management in action

Lexmark's decision to migrate to Cloud Print Management to address these challenges has yielded positive results. The solution simplifies the experience for users with a single print driver that can print to any device within the enterprise, from within their own department or on the other side of the world. If a user moves to a different role or new location in the company, there is no need to delete old print drivers and add new ones.

Here's how it works: users simply submit their print job to the cloud – whether from their computer, tablet or smartphone– and authenticate with their badge at the printer or multi-functional printer of their choice within the organization to instantly retrieve their job. Physical print servers are eliminated, and administrators can monitor print usage and view data for new visibility into user activity. Authenticating at the devices also reduces waste caused by forgotten jobs being left at the printer as the user only prints the jobs they truly need. This typically results in 30 percent less pages printed while boosting data security since print jobs are picked up immediately and are no longer sitting unattended on a printer.

Meet Lexmark

Headquartered in Lexington, Kentucky, Lexmark creates innovative imaging solutions and technologies that help customers print, secure and manage information with ease, efficiency and unmatched value. With customers in over 170 countries, Lexmark supports customers in retail, financial services, healthcare, manufacturing, education, government and more.

Cloud Print Management delivers other advantages to the organization. When new printers are enrolled, all applications needed for the device to successfully communicate back to the Lexmark Cloud are deployed. This significantly reduces the burden on IT resources, as they no longer must spend time pushing updates and security patches to enterprise devices.

Using the cloud to boost security

For organizations looking to improve security through centralization, migrating server maintenance to the Lexmark cloud is a smart strategy. In addition, Cloud Print Management creates a more efficient, secure workforce by allowing IT resources to focus on other critical tasks instead of managing a variety of print servers.

"Just because I have dozens of print servers in different locations, that doesn't mean I have an IT person at every location," explains Buhler. "In this modern day of viruses and malware and people trying to attack us with ransomware, the less machines we have out there, the more we minimize our risk."

With Cloud Print Management, data is protected as it transitions through the system, providing an extra layer of security to ensure that information is protected. And print jobs that are forgotten or no longer needed are deleted after an assigned period.

> **Lexmark moved from 110 print servers to zero and saved over $650,000 annually by eliminating the servers.**

Delivering savings, supporting sustainability

Lexmark has realized impressive results since deploying Cloud Print Management.

The organization moved from 110 dedicated print servers to zero and saved over $650,000 annually by eliminating the servers. Total print spend was reduced by 54 percent with a 48 percent reduction in printed pages, and supplies usage has been lowered by 77 percent.

Lexmark has also seen an improvement from a sustainability perspective. By moving to the cloud and shared computing power, it no longer uses energy resources to run premise-based servers. And reducing the number of pages printed helps minimize the number of trees that are consumed to create paper.

More advantages in the cloud

In addition to centralized control, security and sustainability, Cloud Print Management delivers new visibility to activity in the output environment. This helps administrators understand how and when their employees are using printers.

"Cloud Print Management provides a lot more analytics," says Ian Prinssen, Lexmark Customer Success Manager. "For example, how many jobs are duplexed and how many jobs are color? Our administrators can look at the entire organization to see how users are printing, and what they can do to reduce cost."

Another important advantage of Cloud Print Management is the fact that users can leverage personal devices to print business documents without adding additional support burdens on IT departments.

"The solution delivers the ability to use mobile devices as they continue to grow in organizations, including Android and iOS phones and tablets," explains Prinssen. "Lexmark's Mobile Print solution allows users to submit print jobs from their device to the cloud queue and easily release the job. It's a new way of printing that lets Lexmark embrace the 'bring your own device' mentality and provide a way for users to print within their organization's infrastructure without IT departments having to manage those devices."

Choosing the right solution

Both as a solution provider and as a customer, Lexmark understands the benefits of a cloud environment and the importance of meeting the unique requirements of each organization. What customers may not realize, however, is that Lexmark's solution is different than others in the market. Other cloud offerings can require extra steps where users must email a file to the cloud and know exactly which printer they want to use before they send a file.

Regardless of organization size or industry, one thing is certain: eliminating physical print servers and moving to Lexmark Cloud Print Management not only increases security across the network, it also drives more efficient performance.

According to Mike Busseni, Director of Lexmark Worldwide Services Delivery, Cloud Print Management delivers measurable benefits far beyond printers and security patches. "It's all about operational efficiency. Lexmark is no different than any other customer, especially an enterprise customer with hundreds or thousands of users.

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"Migrating to a cloud environment that is managed by Lexmark operations delivers greater performance and can do the same for all organizations, from smaller businesses to global enterprises," adds Busseni.

The good news is that, with Cloud Print Management, administrators no longer must choose between a solution that delivers a positive impact to the bottom line and one that ensures security across the network.

"Whether cost savings or security is your organization's most important goal, Cloud Print Management delivers both," says Prinssen.

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