

# SPOTLIGHT ON SECURITY

4 in a series of 4



## How HP helps IT secure printing and imaging environments

Remember when securing a printing and imaging environment primarily meant making sure copies of sensitive business information weren't left lying around? Not so in today's electronic age when networked printing technology has the potential to provide a launching pad for attacks. Long story short: the more documents are shared via electronic transmission and printing, the more vulnerable they become to prying eyes and unauthorized access.

HP's Security Framework, however, can help IT simply and affordably secure printing and imaging devices, protect information on the network and effectively monitor and manage printing and imaging operations. Designed to eliminate internal and external threats to equipment and sensitive data, HP's Security Framework uses security standards and recommended protocols to help safeguard organizations and elevate the status of printing and imaging assets to an organization's overall security plan. What follows is a quick look at each of the three levels of defense that comprise the HP Security Framework:

### Level one: secure the device

The first level of HP's Security Framework involves securing the devices themselves. While many organizations have established security programs to protect the databases where their sensitive data resides in its raw form, some may overlook the fact that data is still vulnerable to unauthorized access as it travels to a printer. Once data has reached the printer, it is stored in spool files where it can be viewed or altered. Here are just some of the many features HP has in place that protect information and eliminate unauthorized usage of your devices:

- **User authentication** – HP MFP access controls enable organizations to require users to be authenticated (via the device control panel) before they can use MFP functions. User authentication can be used to:
  - » Restrict access to digital sending functions and digital sending e-mail destinations based on the user
  - » Control certain users' access to functions and applications
  - » Document usage to provide an auditable paper trail for compliance or accounting purposes
- **HP Secure Erase** – This capability allows the network administrator to erase any print, scan, fax and copy jobs from storage devices. Several levels of erase security are provided to help ensure that users cannot access unauthorized data.

## Level two: protect information on the network

Level two of HP's Security Framework helps to protect the integrity of an organization's entire network—both within and outside its firewall. Here are just two of many solutions offered by HP and third-party partners designed to protect information and eliminate unauthorized usage of devices:

- **Secure printing to virtual printers** – PIN and Pull printing allows print jobs to be saved electronically in the device or on an external server until the authorized user is ready to print them. This capability enables greater printing flexibility in an intranet environment without compromising security. With PIN or Pull printing, a user provides a simple PIN code or uses an authentication method supported for other HP MFP walk-up operations to release the print job. One such solution, FollowMe printing, ensures that no job is printed until the document owner is standing at the printer ready to receive it—preventing sensitive data from being accessible to anyone passing by that printer. Here's how it works: A printed file is sent to a server within the environment; the owner of the document must authenticate at any printer in the network that is equipped with a controller unit—connected to the printer via a simple RJ45 network connection—and accompanying Proximity Card Reader. Once the owner has been authenticated, the print job is "pulled" from the server to that printer. This method of secure printing is particularly well-suited for environments such as hospitals where there are multiple printers connected to the network and the need for security is enforced by HIPAA requirements.
- **Secure printing to remote printers** – Increasingly organizations are geographically dispersed—across town, across the country, across continents—even across firewalls. One cost-effective alternative to dedicated network connections or expensive virtual private networks is HP's SD Express solution. Designed to prevent interlopers from viewing or tampering with sensitive data, SD Express waits until the moment of printing to decrypt the printer-bound data, protecting documents throughout the entire transmission process. In the event that a document is somehow routed to the wrong location, encryption makes the resulting output unreadable.

## Level three: effectively monitor and manage

Level three of HP's Security Framework offers a variety of solutions designed to help organizations comply with audit and privacy requirements, including:

- **HP Web Jetadmin** – Use HP Web Jetadmin to secure your HP devices against unwanted users by effectively ensuring that all devices are password-protected.
- **Powerful third-party audit capabilities** – HP partners with some of the industry's leading security software solution providers to bring customers advanced offerings through unique partner integrations.

### What's the problem?

- » More than 70% of Fortune 1,000 companies in the US are increasing their security budgets to meet regulatory and audit compliance requirements such as Sarbanes-Oxley and the Payment Card Industry (PCI) data security standard.<sup>1</sup>
- » Not a bad idea, considering that the Privacy Rights Clearinghouse reported more than 100 million personal records to have been improperly exposed from 2005 through 2006.<sup>2</sup>
- » According to Forrester Research, in 2007, most firms plan to spend between 7.5% and 9.0% of their IT budgets on security, regardless of their size, geography, and industry.<sup>3</sup>

## Why HP for printing and imaging security?

HP has been an industry leader in printing and imaging innovation and reliability for more than 20 years. Whether you need to buy one printer, enhance the security of your entire fleet, or you want to improve and transform the way you manage your printing environment, HP has the expertise, experience and technology to deliver the right solution, right now.

Looking for more accountability, security and a better return on your printing and imaging investments? HP Managed Print Services can:

- » Quantify the total costs of your existing printing and imaging infrastructure
- » Help you identify savings opportunities and reconfigure your environment to take advantage of them
- » Provide ongoing supplies, service and support designed to meet your company's unique business needs
- » Monitor performance to maintain cost-effective and secure operation over time
- » Manage your printing and imaging environment for improved business results

Your local HP representative can help you explore a variety of cost-effective strategies for securing and enhancing your printing and imaging environment today and into the future. They can even help you to create a comprehensive security strategy that addresses your organization's specific printing and imaging security concerns.

## Want to know more?

- » HP provides a wide array of secure printing and imaging solutions for HP LaserJet printers and HP MFPs to help you simply and easily elevate the status of these devices to your overall security plan. For details, visit [www.hp.com/go/secureprinting](http://www.hp.com/go/secureprinting).
- » To learn more about HP Managed Print Services, visit us online at: [www.hp.com/go/mps](http://www.hp.com/go/mps) and [www.hp.com/go/printservices](http://www.hp.com/go/printservices).
- » For the remaining white papers in this series plus the latest research, tips and tools for lowering costs and improving IT, visit the HP Printing and Imaging Resource Center at [www.hp.com/large/ipg](http://www.hp.com/large/ipg).
- » See what other people in your industry are doing to manage their environments and keep their data safe. Visit [www.hp.com/blogs/enterpriseprinting](http://www.hp.com/blogs/enterpriseprinting).

## Notes

1. ComputerWeekly.com, March 26, 2007
2. [www.privacyrights.org/ar/ChronDataBreaches.htm](http://www.privacyrights.org/ar/ChronDataBreaches.htm)
3. "2007 Security Budgets Increase: The Transition To Information Risk Management Begins," Forrester Research, Khalid Kark, January 2007

Visit us on the web at  
[www.hp.com/large/ipg](http://www.hp.com/large/ipg)

© 2007 Hewlett-Packard Development Company, LP. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statement accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA1-5152ENUS, September 2007

