



HIT PRINT  
INTELLIGENTLY

# TRANSFORM *the print* EXPERIENCE ON THE GO



## HP ePrint Enterprise mobile printing solution

The merger of mobile devices and cloud services has become one of the most significant enablers of business productivity and innovation seen in the past decade. We now hold the power of communicating and computing in the palms of our hands, nearly anywhere business or life takes us. One key business process, however, has eluded the mobility movement: printing. Even the most technically enabled business travelers find themselves hunting down print services while on the road and interrupting IT managers when visiting a branch office simply to print a document. But finally, a truly mobile print experience is available—helping enterprises to further drive business productivity and opening new avenues for innovation.

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### What if you could...

**Unleash** the full potential of your BlackBerry® smartphone with a cloud-printing solution?

**Increase** productivity by printing where and how you want in three simple clicks, using one intuitive Print button?

**Quickly** locate the nearest available printer with easy-to-use GPS search?

**Free** IT from the chore of managing print drivers, cables and VPN hassles?

**Drive** innovation with a totally new way of printing in the office and on the go?

**That's alternative thinking about printing.**

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## Solution at a glance

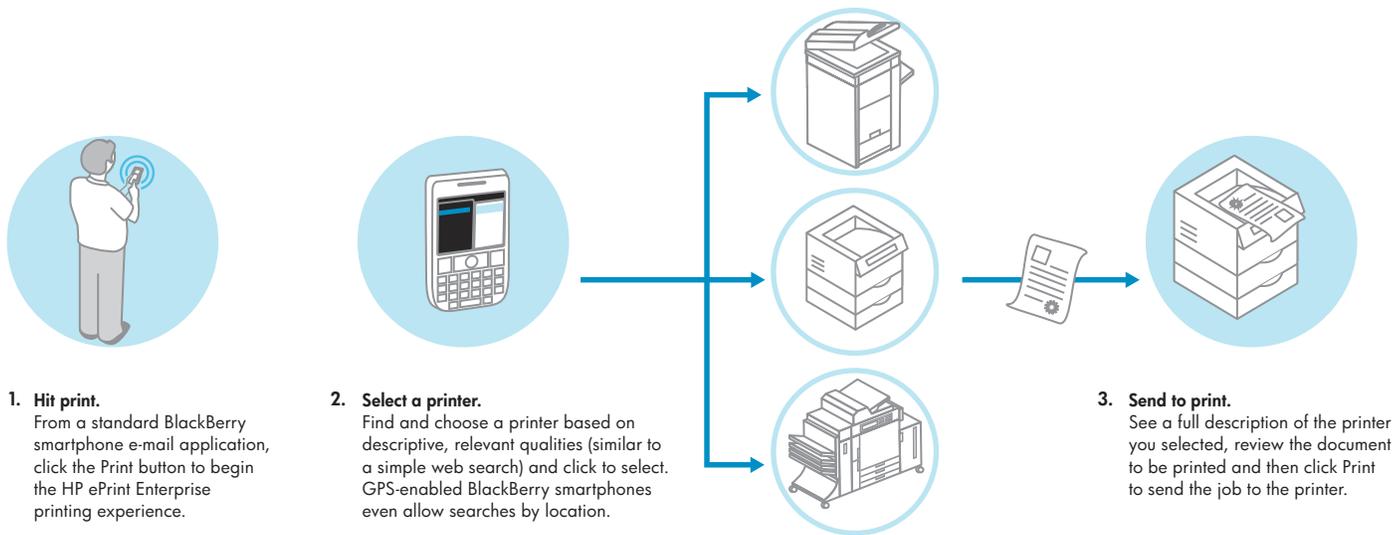
HP ePrint mobile printing solutions make it simple for you to access and print documents across the enterprise and on the go. With HP ePrint Enterprise, this cloud-based web service allows you to print presentations, reports and photos from your BlackBerry e-mail application to any registered network printer across the enterprise. For more printing-on-the-go options look for HP ePrint at participating public print locations in hotels, airports, coffee shops and more. The service is printer agnostic and requires no driver on your smartphone, just Internet access via your BlackBerry and the HP ePrint application.

### A truly mobile print experience

When it comes to accessing important business data and applications from a mobile device, there's not much left that can't be accomplished with the push of the button. Printing, however, has remained frustratingly out of the loop. HP ePrint Enterprise mobile printing solution closes that important gap by unleashing the full potential of the BlackBerry smartphone, overcoming VPN hassles (no need to track down security codes and log in) and ultimately freeing print from the drivers, cables and operating systems that held it hostage for so long.

### Make printing easier wherever business happens.

The freedom offered by a single, ubiquitous Print button—powered by HP ePrint Enterprise—drives productivity by helping your enterprise print documents more securely and efficiently, send print jobs from remote locations (making documents available on arrival) and convert mobile content into hard copy for easy reading, markup and sharing on the fly and on the go. But that's just the beginning. Innovative enterprises and users will find countless ways to push productivity along with the Print button.



**Figure 1.** Experience three-clicks-to-print with HP ePrint Enterprise mobile printing solution.

## Why HP?

HP is recognized as the global leader in imaging and printing solutions for large organizations. HP offers technical expertise, and reliable products and solution sets that allow customers to benefit from:

- Consulting services, including procurement, installation, management and support that can be customized to enhance your organization's effectiveness
- Relationships with industry-leading solution providers
- Powerful solutions to optimize your environment, improve the bottom line and help the planet

## How do you get started?

Contact your local HP representative to:

- Set up a workshop with HP to assess your specific business needs.
- Establish a plan to implement the best solution for today and into the future.
- Identify an environmental approach that can help your company save money.

**To learn more, visit [www.hp.com/large/ipg](http://www.hp.com/large/ipg).**

## HP three-part approach

HP works with you to assess, deploy and manage an imaging and printing environment tailored to meet your business needs, while helping you reduce costs, conserve resources and simplify document-intensive processes. HP's three-part approach:

Optimize infrastructure	Manage environment	Improve workflow
HP can help you achieve a balance between your total cost of printing and your needs for user convenience and productivity.	Working together, HP can help you maintain your optimized infrastructure while improving business efficiency and tightening security.	By streamlining your document-intensive processes, HP can help you deliver a more efficient environment for capturing, managing and sharing information.

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