

# Expert planning to protect your data

HP Imaging and Printing Security  
Assessment Service



## Security concerns: By the numbers

- Cyber crimes cost organizations an average of \$5.9 million USD per year in 2011—a 56% increase compared with 2010.<sup>1</sup>
- 76% of enterprise customers believe printing is critical or important to business activities—and only 15% rated data loss through MFPs or printers as an important concern.<sup>2</sup>

## An HP Imaging and Printing Security Assessment can help you:

- Clarify your imaging and printing security needs
- Evaluate current security and privacy policies
- Create an integrated imaging and printing security strategy
- Identify the right set of technologies and services to achieve your security goals
- Set a clear path for implementing and managing your security policies and IT solutions

Our security experts can work with you to determine risks, recommend solutions, and implement a customized security framework and management plan.

## Recognize the risks

Your organization's growing array of documents, devices, software, and servers can push limited security and information technology (IT) management resources to the breaking point. With competing business and IT priorities demanding attention, it's easy to overlook potential security gaps in your imaging and printing environment—until a data breach occurs or a regulatory agency imposes a fine for noncompliance.

A sound imaging and printing security framework needs to protect multiple vulnerability points.

- **Hardware:** Printing devices may store files on a hard disk, from which anyone could access sensitive information. Users can alter settings, abuse functions, or even disable the device at an unsecured control panel.
- **Data:** Sensitive data can be intercepted as it travels through the cloud or across your network for printing. Employees using mobile devices to print on the go may accidentally expose confidential data.
- **Documents:** Forms and special paper used for checks, prescriptions, certificates, and other sensitive documents can be removed from an unsecured input tray. Likewise, documents left unattended in the output tray could be misplaced, misused, or stolen.

Even when you're aware of the risks, though, following through on them can be a challenge.

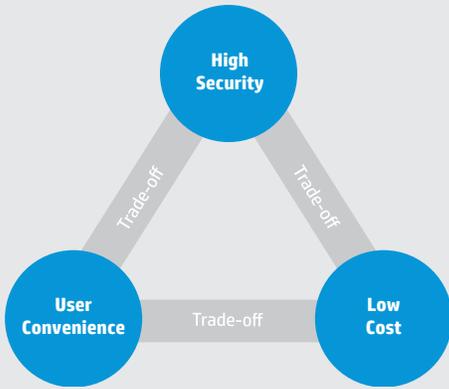
## Build your strategy with HP

HP can help identify the vulnerabilities in your environment, target them with a cohesive security strategy that maps to your specific priorities, and implement the protective solutions you need. The HP Imaging and Printing Security Assessment Service brings a structured, fact-based approach to analyzing your current environment and highlighting areas to improve. We work with you to develop a road map for addressing current and future security requirements—either in-house or through an HP Managed Print Services (MPS) contract.

Security is among six focus areas within the HP Imaging and Printing Assessment Services program, which also focuses on lowering environmental impact, improving workflow, optimizing usage, efficiently managing environments, and helping save energy and costs. We can conduct multiple assessments at once or spread them out over time, and strive to minimize demands on your employees and IT systems.

<sup>1</sup> "Second Annual Cost of Cyber Crime Study: Benchmark Study of U.S. Companies," Ponemon Institute, LLC, August 2011.

<sup>2</sup> "Closing the print security gap: The market landscape for print security," Quocirca Ltd, October 2011.



**Reaching consensus on a security strategy will almost always require trade-offs between competing goals.**

## Identify needs and goals

Your key stakeholders need to hear each other's priorities and reconcile potential conflicts before moving ahead with a strategy. For instance, achieving high levels of user convenience at a low cost may mean less-robust capabilities, but strong security protection and ease of use are likely to come at a higher overall cost. Our imaging and printing security experts help facilitate this dialogue to drive consensus on goals for a new security strategy—one that can balance security, cost, and ease of use.

We kick off the assessment process by reviewing basic facts about your imaging and printing infrastructure—including the number and location of devices and their current usage, and the software, operating systems, and networks that are involved. We also work to better understand your business, your prioritized security challenges, and how you currently handle document and data protection. This planning phase should involve representatives from all of your company's major departments who have a primary stake in imaging and printing security, including you:

- Chief security officer
- Chief information officer
- Chief financial officer
- Corporate compliance officer
- Director of printing services
- Director of network services
- Key business managers

## Analyze your environment

Next, our security analysts gather information about the security of your day-to-day imaging and printing practices. We interview employees, deploy tools such as HP Web Jetadmin to analyze device usage, and observe document workflow. Our experts also scan your current devices and systems to reveal vulnerabilities.

Along with collecting real-time data, we evaluate your organization's existing security rules and policies. We assess how your practices measure up to specific industry regulatory requirements and compliance reporting standards.

## Draw your road map

From this on-site analysis, we deliver a detailed breakdown of our findings and a high-level summary of your most pressing security issues. Our report spells out core elements of a recommended security policy to address gaps in your imaging and printing environment.

Over the course of one or more follow-up sessions, we show you how HP security software and built-in device capabilities can reduce existing vulnerabilities and help prevent future issues. You emerge with a clear road map that your organization can immediately put into action. We also provide cost-to-benefit comparisons and other related financial information to develop a compelling business case to support the recommended changes.

## Implement and manage your framework

HP provides the right combination of hardware, software, and consulting expertise to help achieve your security goals. Choosing to roll out and manage your strategy through an HP MPS contract can bring added benefits—little or no upfront IT equipment costs, fewer day-to-day IT demands, and more time to focus on core business priorities.

We implement the technology solutions, manage your environment, and monitor and enforce compliance with your security policy. You receive regular status reports and timely notification of any issues. HP MPS helps assess your evolving security needs and recommends advanced solutions to build out your protection over time.

## Get started

Contact your HP representative to discuss how a security assessment can set you on the path to greater protection and peace of mind. We'll work with you to engage stakeholders, gather the necessary facts, customize a strategy, roll out your chosen solution, and manage it effectively. You'll also receive ongoing guidance and support.

### Learn more about HP Imaging and Printing Security solutions at:

[hp.com/go/secureprinting](http://hp.com/go/secureprinting)

### Learn more about HP MPS at:

[hp.com/go/mps](http://hp.com/go/mps)

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#### HP three-part approach

HP helps you better serve your customers by accelerating business processes, improving the flow and use of information, and reducing costs. Working together, we assess, deploy, and manage your imaging and printing system—tailoring it for where and when business happens.

##### Optimize infrastructure

Balance your total digital and hard copy communication costs with your need for convenient user access and productivity.

##### Manage environment

Maintain end-to-end visibility and control of devices, content, and workflows.

##### Improve workflow

Capture, connect, and communicate information with smart process automation and dynamic content personalization.

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#### Get connected.

[hp.com/go/getconnected](http://hp.com/go/getconnected)

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