

How to optimize your cloud and mobile workflows

6 ways to boost information flow with smarter printing



Workflow in a cloud and mobile world

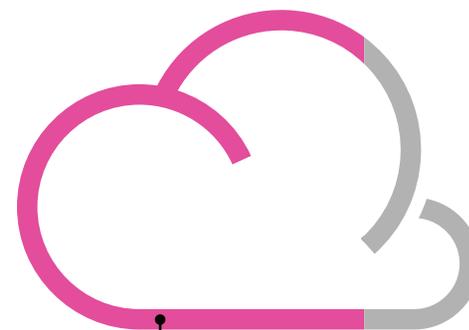
The cloud era is here to stay. By 2020, more than three quarters of small to mid-sized businesses will have fully adopted cloud computing – twice as many as there were in 2015.

All of which makes sense. Cloud storage services such as Dropbox and productivity tools such as Google Apps for Work and Microsoft Office 365 offer smarter ways to collaborate, communicate and scale as you grow, along with price points that keep you agile and efficient.

At the same time, there's also the unstoppable rise of mobile: currently there are more mobile devices than people in the world, with the figure set to top 10 billion in the next three years¹.

These trends create more remote users, and more mobile workers, all engaging through cloud-based tools. This should be making your life easier.

But when it comes to connecting these new digital workflows to the paper-based document workflows you already have, cloud and mobile often mean more complexity.



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of small and medium-sized businesses (SMBs) will have fully adopted cloud computing by 2020, double the figure for 2015.

¹ Cisco Systems.

Workflow in a cloud and mobile world

The importance of document workflow

Yet even with these new tools, there's still a yearning for easier information flow – between employees and systems.

But this includes much more than mobile and cloud, it even extends to document workflows. It's about all the very real steps and processes it takes to turn digital documents into printed ones and printed documents into digital ones.

This eBook is about the intersection of cloud, mobile and real world document workflows. In it, we'll show you how to boost your employees' productivity and simplify your workload with smarter document processes.

Let's dive in.



When digital workflows meet your print infrastructure

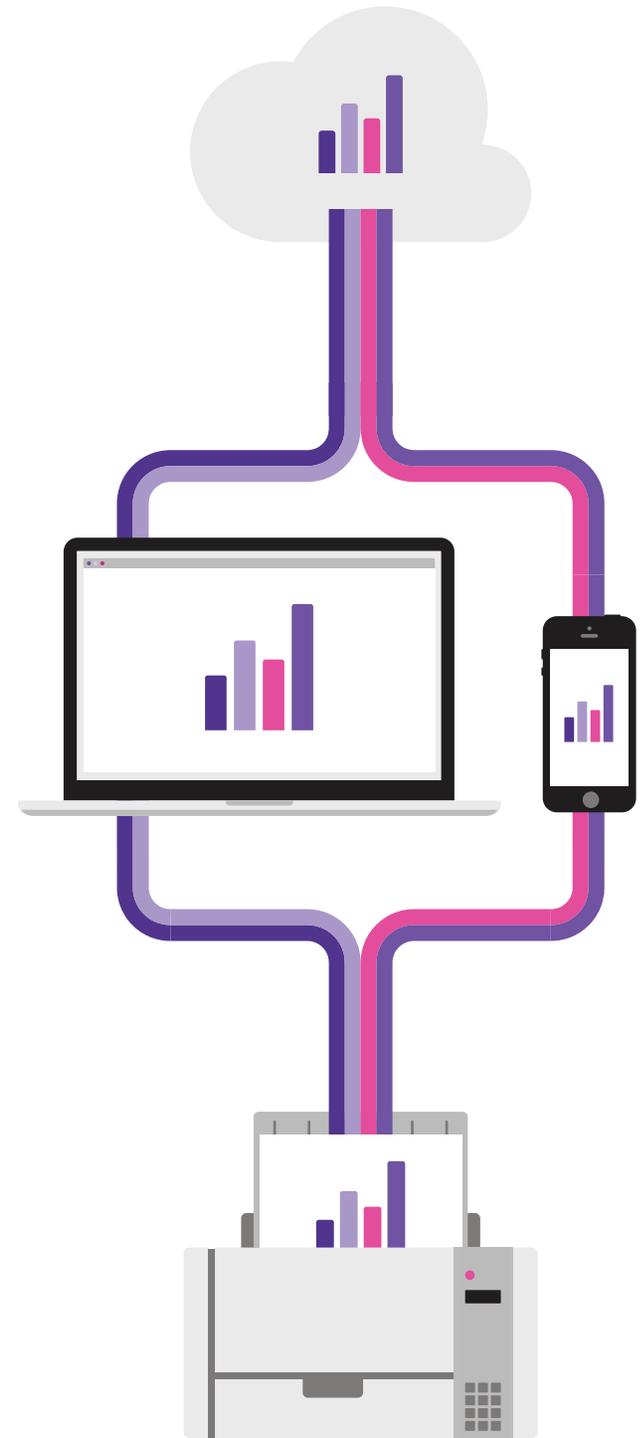


When digital workflows meet your print infrastructure

As your people use mobile and cloud productivity tools, it's only natural they'd want to link seamlessly with your print infrastructure. Your people are used to one-click, friction-free printing from their PCs, so they expect the same from their mobile devices and the cloud.

For instance:

- They want to bypass their PCs and print with their phone from e-mail or cloud apps.
- They need an easy way to print from a cloud-based OS like Chromebooks.
- They want to scan a paper form at the printer and deliver it to Dropbox or Box in one click.
- Salespeople need to be able to print proposals when they're on the move.
- Guests and clients may need to use your printers without accessing the network.
- Mobile workers often need to use printers in central locations, such as reception areas.



When digital workflows meet your print infrastructure

The flexibility and freedom of mobile and the cloud let your teams work the way they need to. But those workflows shouldn't break down when they need to print.

If a breakdown occurs, there's a double price to pay: you impact user productivity and satisfaction, and place an extra burden on IT support – 40-60% of IT helpdesk calls are print-related².

The potential challenges of workflow integration

Enabling mobile and cloud document printing does raise some important concerns:

- **Standardization.** The number and variety of mobile and print devices may cause confusion about what works and what doesn't (e.g. "Do I need AirPrint to make this work?", "How am I supposed to print from a Chromebook?").
- **Productivity.** The solution you choose shouldn't mean that users have to resort to work-arounds to print files from cloud apps (e.g. e-mailing a Dropbox file to their desktop).

- **Confidentiality.** You don't want people leaving documents in trays because they forgot to go and collect them.
- **Security and support.** The installation of unauthorized cloud and mobile print apps can compromise the security of your network or increase the number of IT support calls.

These are valid concerns, so it's best to address them upfront and so they don't become a problem later. The good news is that there are simple ways to deal with all of them.

Making cloud and mobile print work

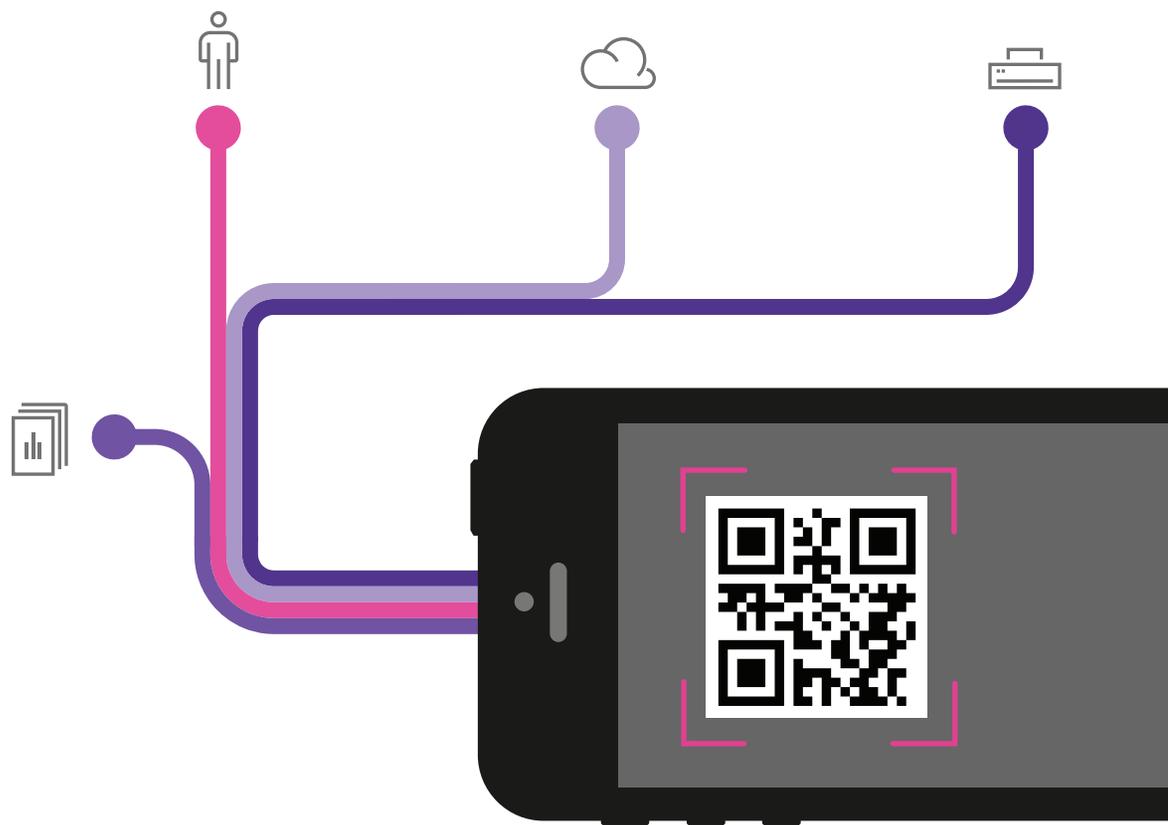


Making cloud and mobile print work

Getting cloud and mobile print right means reconciling two different sets of needs.

- **Your users** want the freedom to connect to any device, whenever and wherever they want.
- **You** want to be able to manage them remotely, easily and – ideally – infrequently.

If it's easy for your users, but hard for you (or vice versa), then the solution isn't good enough. The good news is that integrating paper, office-based processes with cloud and mobile workflows doesn't have to be hard.



Making cloud and mobile print work

Here are six ways to make sure everyone gets what they need:

1. Make it as easy as e-mail

Your users need to be able to print from whatever device they have. So a great first step is to use an app all of their devices already work with – e-mail. Start by picking a mobile printing solution that allows users to send an e-mail and print the documents right at their multifunction printer (MFP).

2. Give your users all the options they need

Make sure your users can print jobs via e-mail, web browsers or cloud apps. A cross-platform solution that supports iOS (AirPrint) and Android is a must. The easier you make it for users to connect, the fewer helpdesk calls you'll get.

3. Support print-on-demand

This is a big one. Print-on-demand or “pull printing” makes sure your MFPs only release print jobs after a user has logged in with a PIN code or a card swipe. Print-on-demand gives you the control you need, along with the ability to chargeback costs to departments or teams. Your users get the freedom to print with their devices and you get better information security.

4. Look for the “Mopria” logo on Android

If you're worried about supporting all these different devices and apps and drivers – don't. There's an industry standard for mobile printing that makes it a lot easier for you to pick the right tools and your users to get their work done faster. With a Mopria certified printer, all it takes is three simple steps to print.

Making cloud and mobile print work

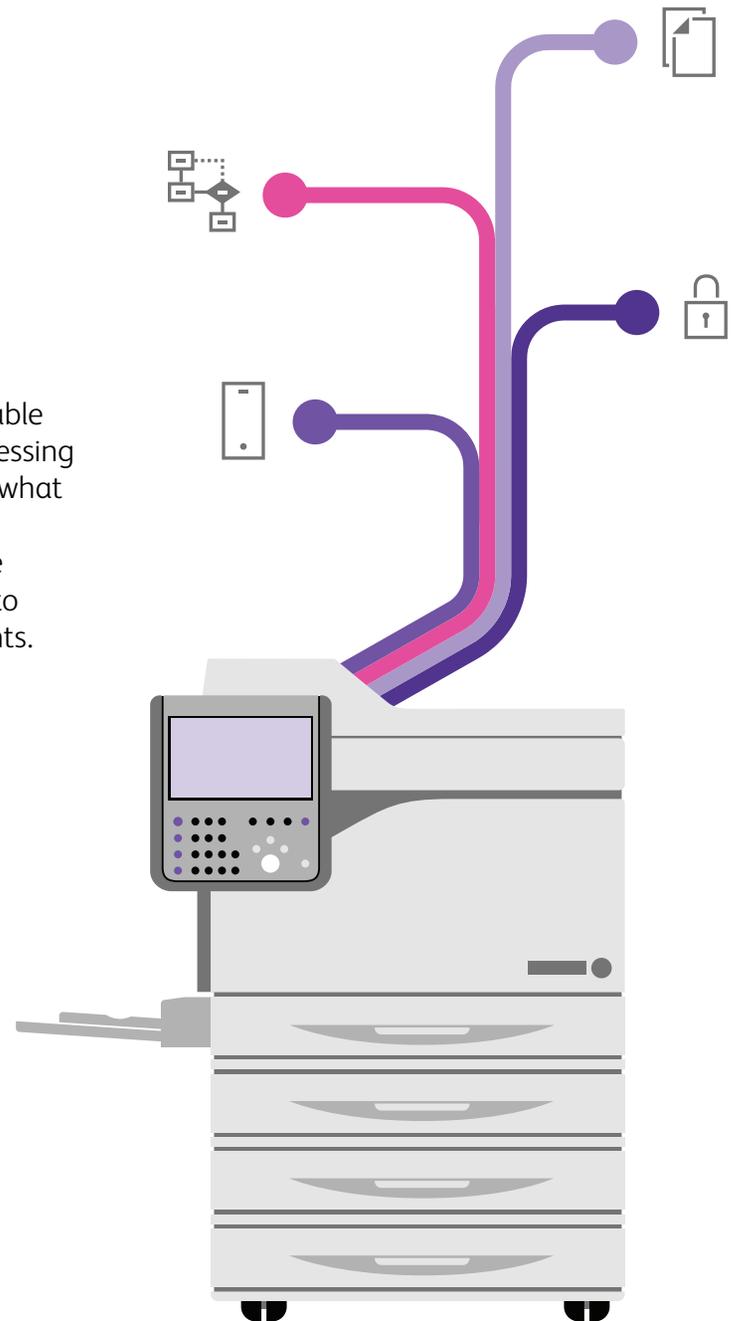
5. Integrate paper into digital workflows

MFPs are a whole lot smarter than they used to be. For repetitive processes like handling invoices, you can customize a digital workflow and then use an app on your MFP to automate it. For example, you could create an “invoice” button that automatically routes a new invoice to the right folder on your network share, and make it searchable by invoice number or total amount.

6. Extract insight from data

Use your MFPs’ audit logs to gather valuable information about which devices are accessing them, when they’re accessing them, and what documents they’re printing. This dataset will help you improve security and enable compliance, and give you the ability to chargeback costs to different departments.

Mobile and cloud printing shouldn’t be complicated for users or IT. If you follow these simple tips it won’t be.



Tying your print fleet to your cloud and mobility strategies



Tying your print fleet to your cloud and mobility strategies

Mobile and the cloud are now essential to the way we work.

It is perfectly natural that your users should expect the print infrastructure they've relied on for so long to integrate seamlessly with the mobile devices and cloud apps they're growing to depend on.

So they can tweak and collaborate on the fly, print from wherever they are and make life easier for guests and clients.

Ideally, using solutions that don't end up in more helpdesk calls.

Getting started is easy, and there are lots of solutions that allow you to print from anywhere to anywhere (including [@PrintByXerox](#), [AirPrint](#) and [Mopria](#)) that you can try out for free. When you're ready to scale up, or have more robust requirements, there are solutions to support more complex needs.

Productivity starts with smarter document workflow

The flow of information is core to the success of any business. And the security and simplicity of that information flow is core to your success.

By integrating your cloud and mobile workflows with your print infrastructure, you give your employees smarter, simpler ways to work.

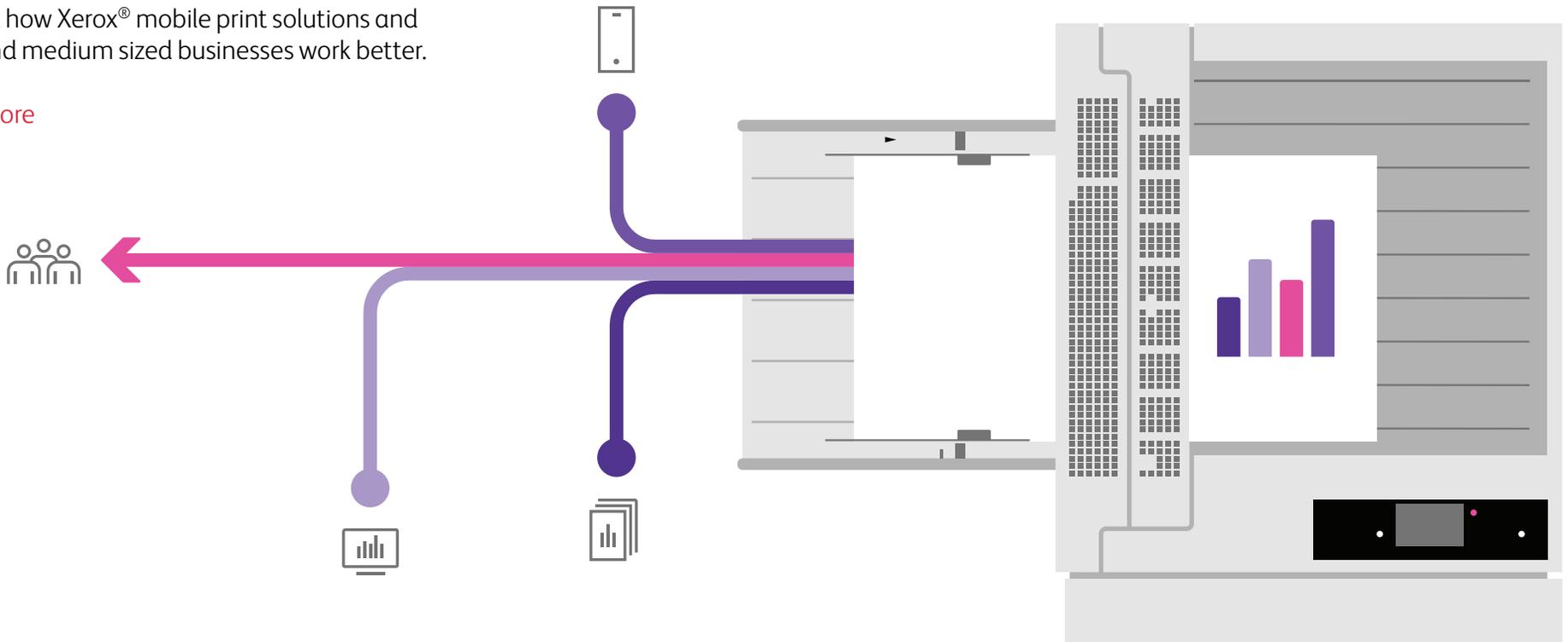
Follow the tips we've shared in this eBook and your users will be more productive and your job will be a whole lot easier.

Tying your print fleet to your cloud and mobility strategies

What to do next

Making mobile and cloud printing possible is important. But it doesn't have to be difficult. Find out how Xerox® mobile print solutions and small and medium sized businesses work better.

[Learn more](#)



About Xerox

Xerox is an \$11 billion technology leader that innovates the way the world communicates, connects and works. Our expertise is more important than ever as customers of all sizes look to improve productivity, maximize profitability and increase satisfaction. We do this for small and mid-size businesses, large enterprises, governments, graphic communications providers, and for our partners who serve them.

We understand what's at the heart of work – and all of the forms it can take. We embrace the increasingly complex world of paper and digital. Office and mobile. Personal and social. Every day across the globe – in more than 160 countries – our technology, software and people successfully navigate those intersections. We automate, personalize, package, analyze and secure information to keep our customers moving at an accelerated pace.

For more information visit www.xerox.com



About Xeretec

The Xeretec Group is a leading integrator of digital print hardware, software, solutions and services, supporting the print needs of businesses across the UK, Ireland and Western Europe.

Xeretec is Xerox's largest partner in Europe and was recently awarded Xerox Platinum Concessionaire Partner of the Year 2017 and Xerox Finance Partner of the Year 2017.

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