

# MEEC Webinar – Managed Print Services

Jim Rowland  
Senior System Architect and Project Manager

Ron Maleson  
Account Manager

## **Daly and the new MEEC Contract**

IDIQ Contract for Desktops / Portables, Storage, Servers, Network, Virtual Computing, Peripherals, and Related Service. Contract No.: UB-12-B-19-D1

Managing Agency - University of Baltimore on behalf of the Maryland Enterprise Educational Consortium (MEEC) and University System of Maryland (USM)

Daly was ranked #1 in all categories. As the top ranked contractor, Daly is designated as a Solutions Contractor specifically authorized to provide integrated solutions using technologies from across all categories of the contract. In this capacity, Maryland educational institutions can utilize Daly's engineering and architectural capabilities as well as a multitude of professional services to obtain the needed integrated systems.

## Agenda

-  State of the Market
-  Potential Impacts
-  How Daly Can Help
-  Next Steps

## State of the Market

## Gartner Top CIO Business Priorities in 2012

Business Priorities	Technology Priorities	2012
Improve Business Process	Analytics and Business Intelligence	1
Attracting and retaining new customers	Mobile Technologies	2
Reducing Enterprise Costs	Cloud Computing	3
Creating new products and services	Collaboration Technologies (workflow)	4
Delivering operational results	Virtualization	5

Gartner, "Executive Summary: Leading in Times of Transition: The 2012 CIO Agenda",  
Mark P. McDonald and Dave Aron

## Market Trends

### #1 CIO Objective

is to improve business process

### 90% printing costs

are outside the device

### MPS is a core solution

An increasing number of public sector organizations utilize managed print services

## All Associates Group

### Industry Perspective

“Our experience shows organizations serious about dramatically reducing costs, improving efficiencies, and increasing shareholder value take executive-sponsored action to implement a strategy of measuring and managing their enterprise-wide document systems.”

– Eddie Riddell, CEO

# Building Blocks

for an optimized printing & imaging environment

Workflow

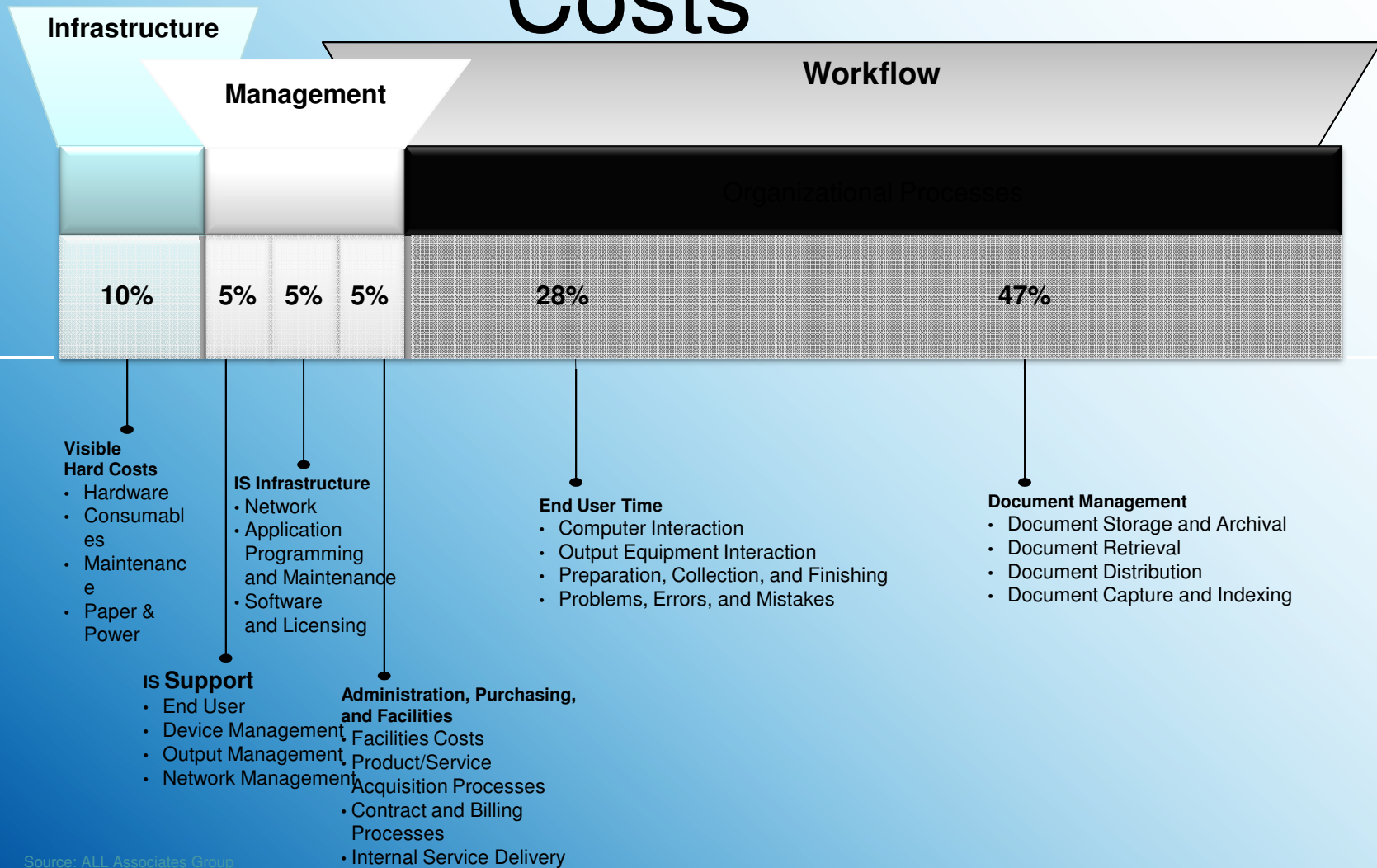
Management

Infrastructure

Infrastructure is foundational

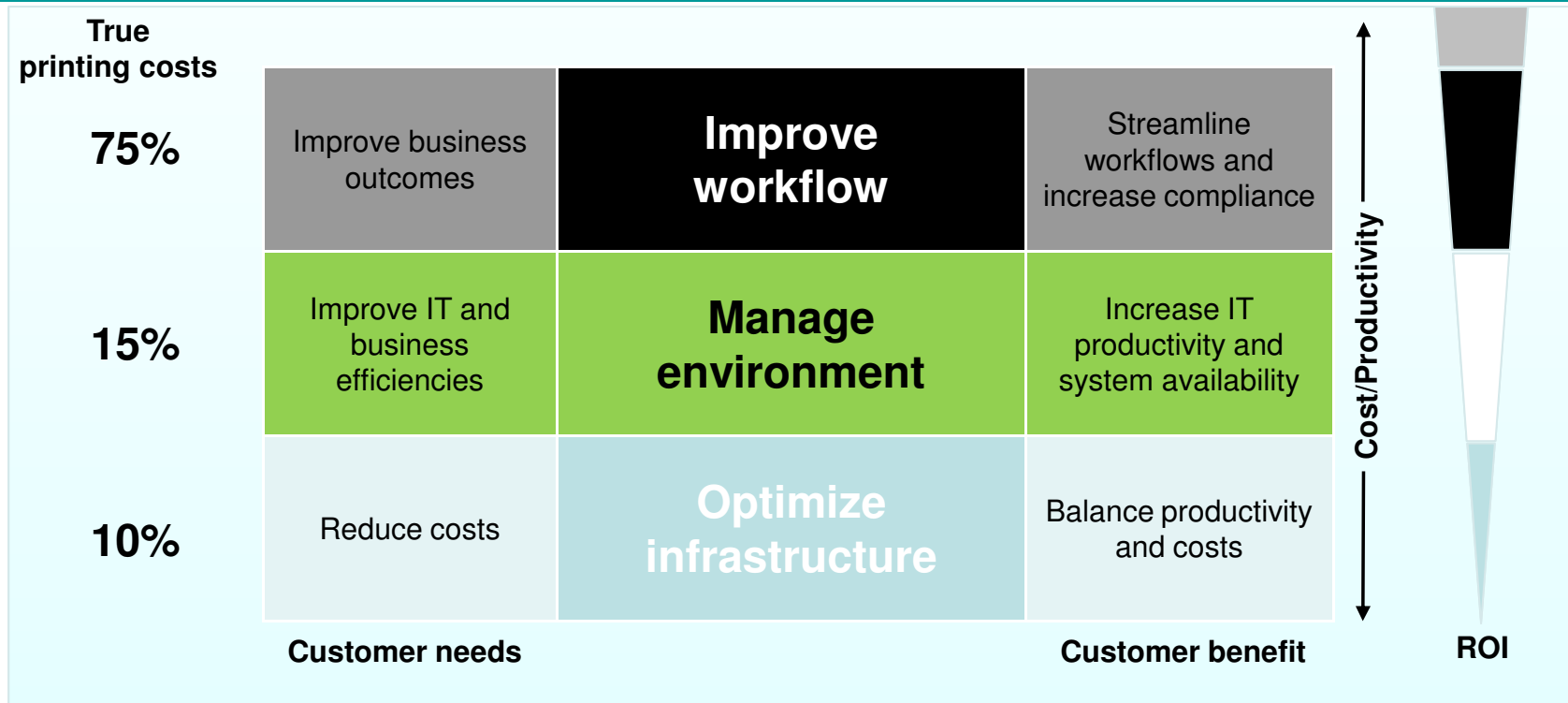


# Fragmented Burdened Office Costs



Source: ALL Associates Group

# Proven Strategy



# Potential Impacts

## The Current Situation

Situation	Challenges	Opportunities
<ul style="list-style-type: none"><li>• Exploding digital content (Doubles every 18 months)</li><li>• Escalating, often unknown costs</li><li>• Converging devices on the network</li><li>• Evolving network security concerns</li><li>• Increasing regulatory actions</li><li>• User-driven print trends<ul style="list-style-type: none"><li>– Distributed, ubiquitous print capability</li><li>– Use of color</li></ul></li></ul>	<ul style="list-style-type: none"><li>• Reduce operational costs</li><li>• Improve productivity/increase revenues</li><li>• Increase collaboration inside and outside the organization</li><li>• Simplify technology footprint</li><li>• Mitigate security risks</li><li>• Comply with diverse regulations</li><li>• Decrease environmental impact</li></ul>	<ul style="list-style-type: none"><li>• Rationalize print deployment to reduce costs</li><li>• Redesign critical business processes to improve workflow and cycle times</li><li>• Assess core vs. context activities; shift resources accordingly</li></ul>

## The Traditional View

Focus on  
devices and  
the page



## What is Managed Print Services?

MPS is defined as an “end to end bundled solution” that provides everything  
A company needs to control output costs

### ALL INCLUSIVE:

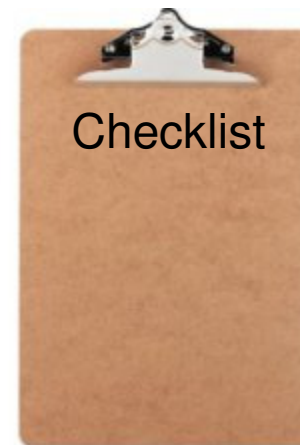
Supplies  
Hardware  
Service  
Parts  
Solutions

Technology Refresh

Equipment Replacement Schedule

On Going Remote Monitoring

Alerts For Service and Supplies  
Redeployment







# Next Steps



## The “what-ifs” of output

### Considerations

- What if you knew exactly what your current printing and imaging devices were costing the company—and had a customized roadmap for reducing those costs?
- What if you could centralize planning, budgeting, provisioning and tracking of all printing and imaging devices?
- What if you could eliminate your carrying costs for consumables?
- What if you could identify and replace aging equipment before downtime and maintenance expenses escalate?
- What if your company could establish an end-to-end printing and imaging solution with a single vendor partner?
- What if you could implement cost reduction measures with the confidence that you could still meet SLAs—and in many cases exceed them?

## Where Will You Go From Here?

### Maintain the status quo

- Many have limited or no strategy
- High costs
- Little control over the future

### Continue to study the problem

- Further increase the cost to the organization
- Delay the opportunity
- Miss upcoming opportunities

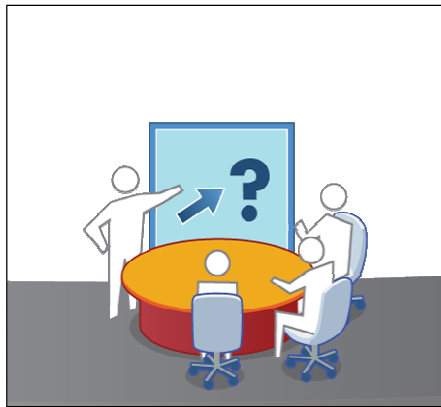
### Collaborate with Daly

- Agree on next steps
- Improve productivity
- Achieve lasting results

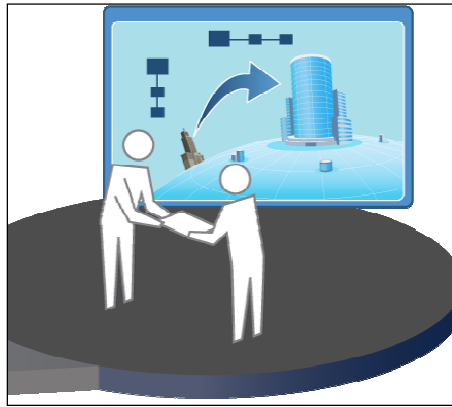
- Control and minimize cost associated with prints
- Eliminate IT department's as printer technician and reduce their involvement with the management of printer fleet
- Streamline the number of vendors providing document technology supplies and services
- Engage a partner that will provide proactive maintenance and support for the printer fleet and end users

## Getting Started with Daly

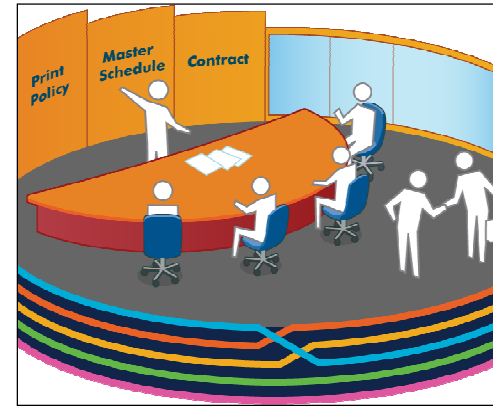
Build a plan with workshops and assessments



**Conduct a client workshop**



**Perform an Assessment**



**Optimize your business results**

## I'm an MPS Buyer – how do I get Started?

- ✓ **Establish that you have a need.**
  - ✓ Do I have a vendor for hardware, a separate one for consumables and a third for break/fix, or do I do that in house?
  - ✓ Are my devices 4 years or older? Am I using my devices to their ability?
  - ✓ Does the organization have a variety of 11 x 17 on the glass?
  - ✓ Do I have multiple leases? Multiple expiration dates?
  - ✓ How many analog fax machines do I have?
  - ✓ Is there multiple output devices sitting next to each other?
- ✓ **Establish an Imaging and Output Strategy/Goal.**
  - ✓ Determine a purpose to your project. How much do I need to save, by when?
  - ✓ If we do nothing, what will happen?
  - ✓ What's broken and how do I know it's broken?
  - ✓ Do we have rules around printing and who gets what and when?

✓ **Develop a benchmark.**

- ✓ Assess the current state.
- ✓ Understand your devices and who is printing what to them.
- ✓ Begin to uncover areas of efficiency.
- ✓ Look for IT Solutions to solve the problems uncovered.
- ✓ Conduct a qualitative study
- ✓ Establish the TCO.

✓ **Design a recommended future state.**

- ✓ Add, remove or redeploy current devices.
- ✓ Consider solutions and workflow efficiencies.
- ✓ Identify unexpected changes as a result of the new design.
- ✓ Review the new TCO of the new design.

- ✓ **Develop a Project Timeline.**
  - ✓ Assign dates of actions to be accomplished.
  - ✓ Establish who in the organization needs to be available.
  - ✓ Consider assigning a project manager/project lead.
  - ✓ Develop a communication to the users that this is an important project.
  - ✓ Conduct reviews of progress and report to the officials of your business on the progress.
- ✓ **Understand the matrix of success.**
  - ✓ Conduct quarterly reviews.
  - ✓ Develop a method for results – how and why do we know this is a successful project?
  - ✓ Continue to look for ways to improve.

# HP IMAGING AND PRINTING SECURITY CENTER

Ron Maleson



# AGENDA

- Module 1: Introduction
- Module 2: Customer market
- Module 3: HP Imaging and Printing Security Center (IPSC)
- Module 4: pricing HP IPSC

# MODULE 1: HPIPGSC INTRODUCTION

# GOALS



- Examine how market trends are leading to an environment prime for imaging and printing security solutions.
- Describe the HP Imaging and Printing Security Center (IPSC) solution value proposition, features, and customer benefits.
- Pricing, and positioning of HP IPSC.



# MODULE 2: CUSTOMER MARKET LANDSCAPE

- Describe market trends that are creating opportunities for imaging and printing security solutions.
- Review how customers position imaging and printing security within their IT strategies.
- Examine how HP addresses market trends and IT manager needs.



# IMAGING AND PRINTING TRENDS AND YOU

- Many public sector organizations rely on printing devices to support business processes.
- Network printers and multifunction printers (MFPs) have become a vital part of the network infrastructure.
  - Printers and MFPs connect directly to network resources, such as email, shared folders, etc.
- Today's printing devices are revolutionizing how businesses process and manage documents.
  - Improvements in imaging and printing technology and network integration solves many challenges but creates new ones.

What challenges do you think this technology trend creates?

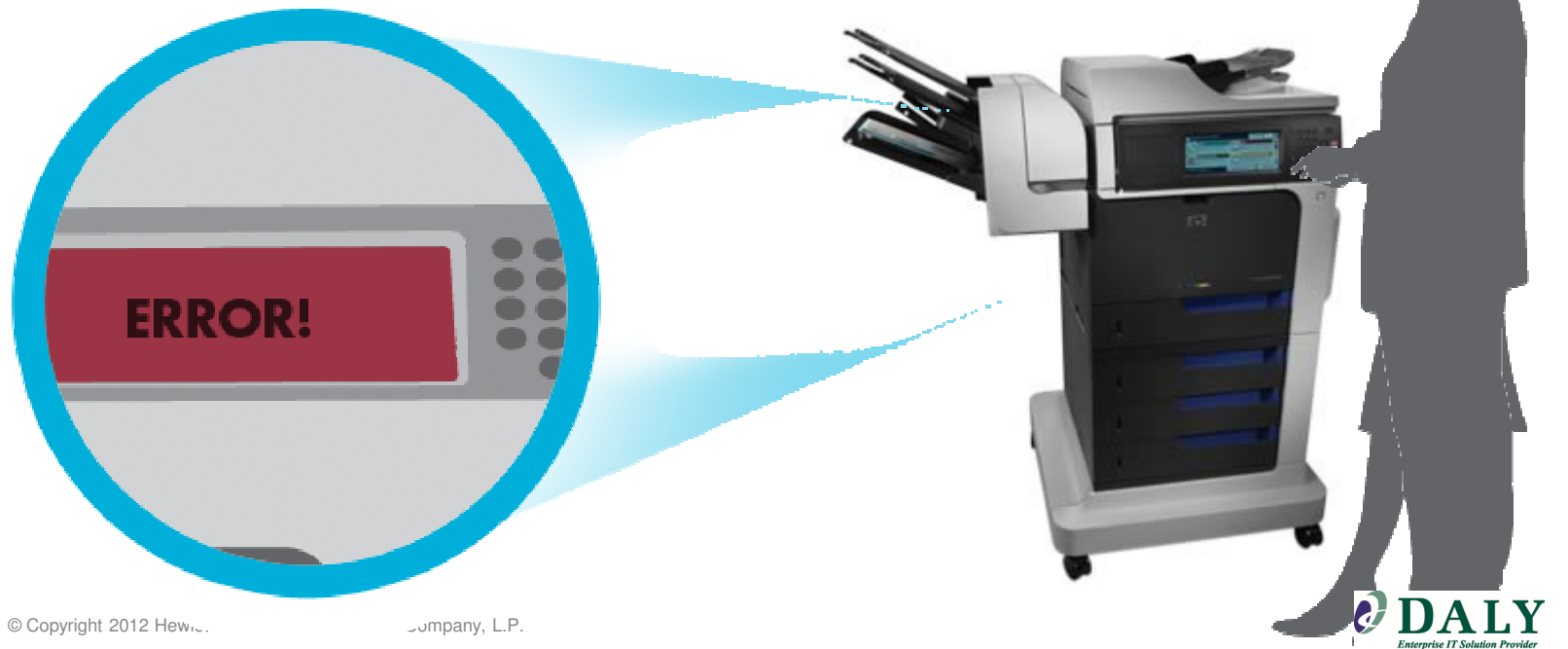
# SECURITY AND IMAGING AND PRINTING DEVICES

- Today's advanced imaging and printing devices present security-related challenges:
  - Increased security exposure with network facing features
  - Security exposure with internal device data storage.
  - Security exposure with increasing device configuration options
- Failure to address these security concerns can have consequences:
  - Damage to your organization's reputation
  - Financial loss
  - Compliance with state, local, or federal regulations

How does your organization address these security challenges?

# HOW ARE YOU DEALING WITH PRINTING DEVICE SECURITY ISSUES?

- Of 125 IT executives surveyed, 70% state that they have experienced one or more accidental printer-based security breaches.\*

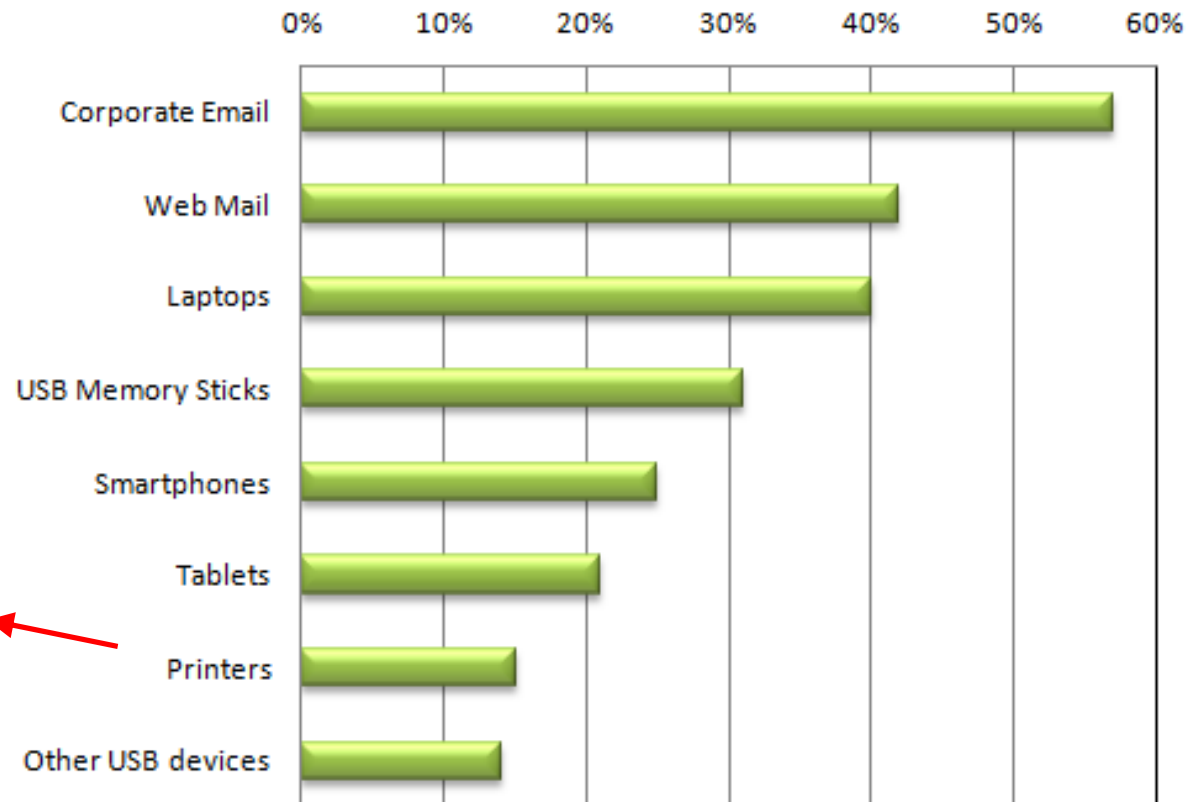


# WHERE DO MANAGERS FOCUS THEIR SECURITY INITIATIVES

HOW IMPORTANT IS PRINTING TO YOUR BUSINESS?

- 76% of IT managers indicate that printing is critical and important to completing their business activities.\*
- If printing is critical to a business operation, why is printer security a low priority?

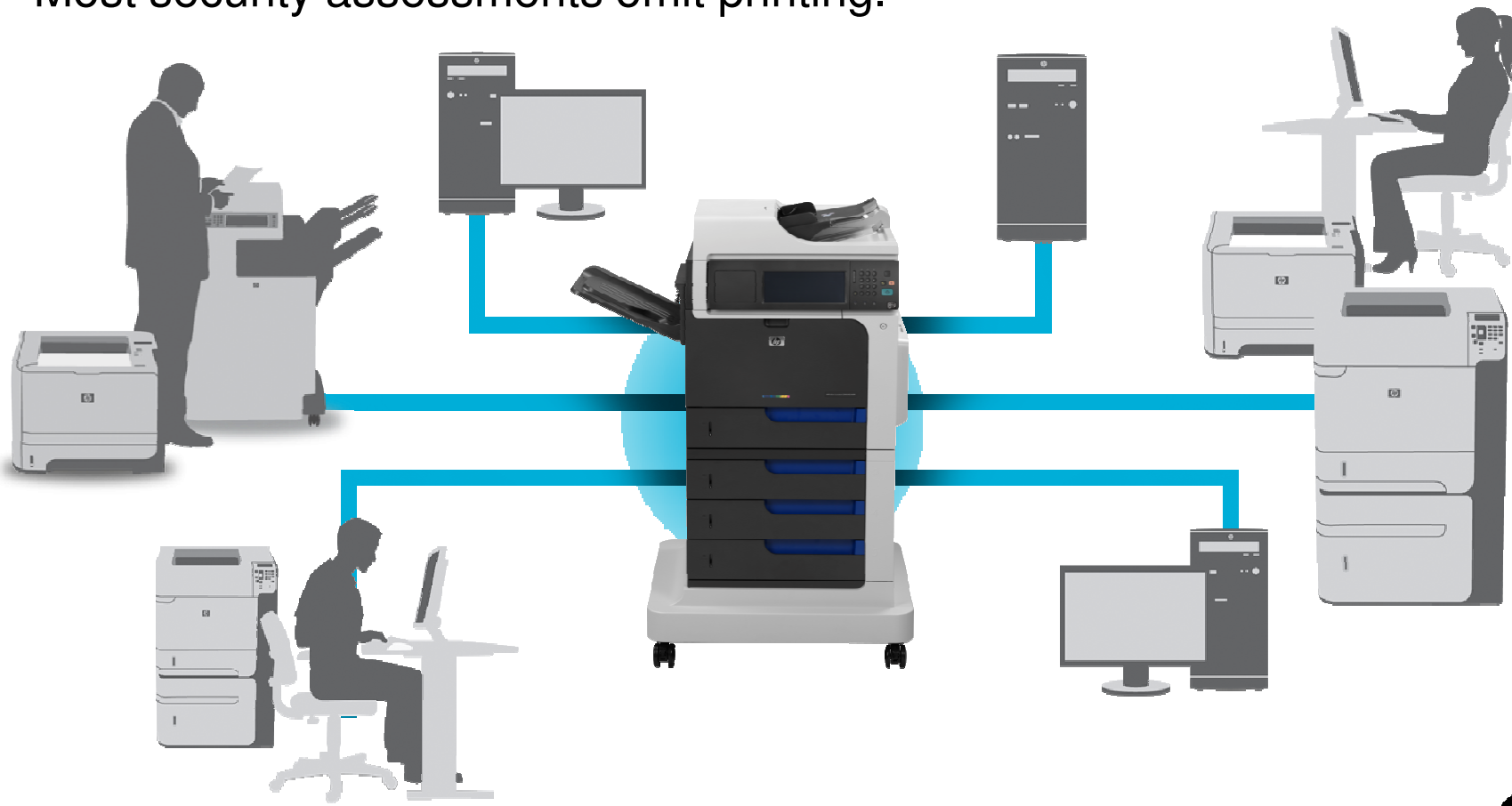
IT SECURITY PRIORITY ON PRINTERS





# HOW CAN YOU ASSESS YOUR PRINTING FLEET?

- An HP printer has over 180 device configuration options.
- Most security assessments omit printing.

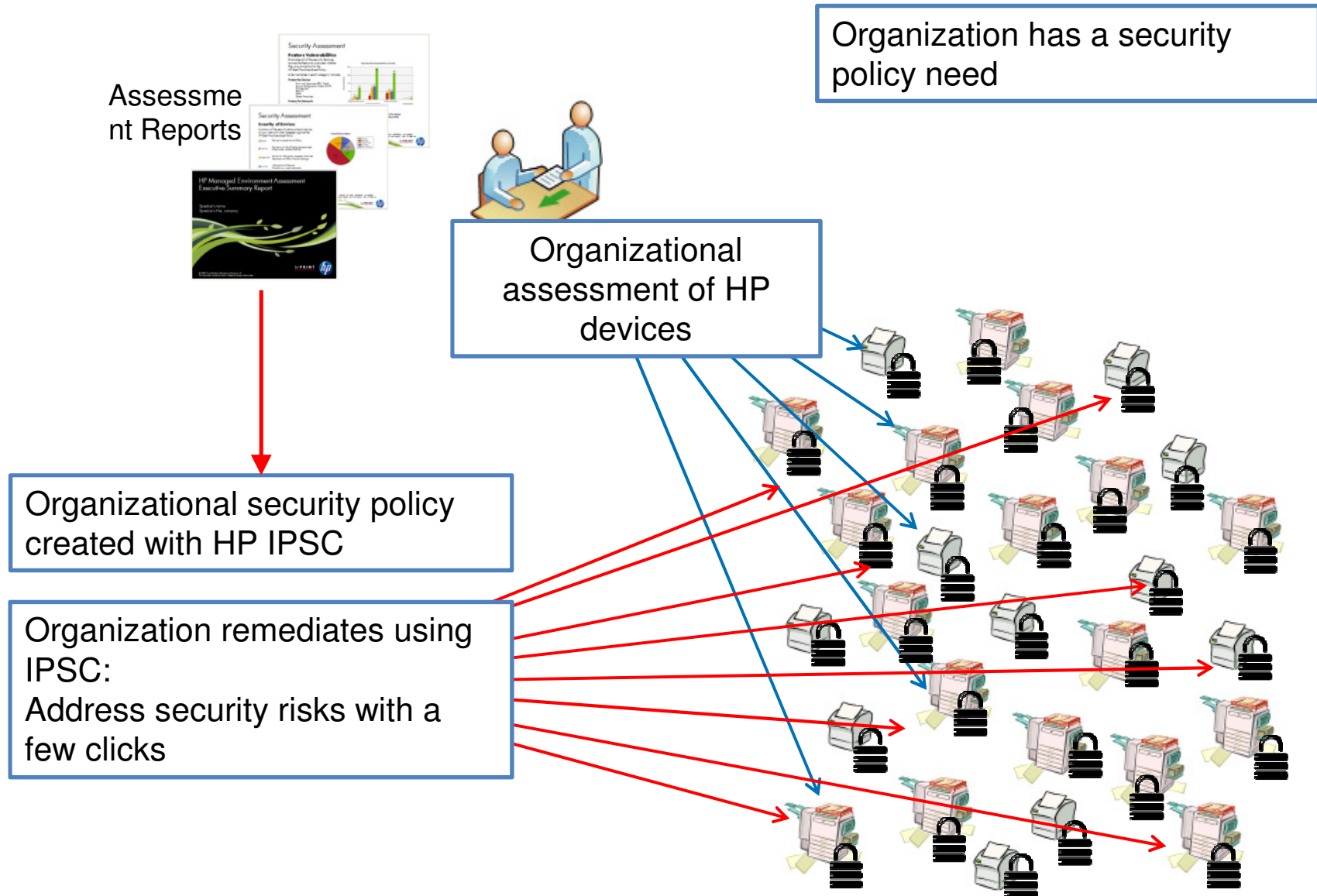


# PRINTER SECURITY RISK WALK AROUND



- Hard disk
- Network card
- Control panel
- Printing fleet

# DALY AND HP CAN HELP



# HOW DALY CAN HELP

- Create security policies to match you're specific requirements.
- Enable quick assessment of devices across the network.
- Remediate devices to comply with organizational security requirements.
- Provide on-demand reporting of compliant and non-complaint devices.
- Provide HP Instant-on security for new devices.



# MODULE 3:HP IMAGING AND PRINTING SECURITY CENTER (IPSC)

- Safeguard sensitive data on printing devices.
- Ensure fleet security with effortless policy creation.
- Maximize your investments with proactive compliance.
- Reduce risk with comprehensive security fleet status reporting.



# HP IPSC VALUE PROPOSITION

- Safeguard sensitive data on imaging and printing devices:
  - Maintain compliance by performing ongoing assessments and automated remediation.
- Help assure fleet security with effortless policy creation:
  - Create a security policy, and deploy it to all devices or groups of devices with one or two clicks.
- Maximize your investments with proactive compliance:
  - Instant-on and automated remediation features secure devices upon connection.
- Reduce risk with comprehensive security fleet status reporting:
  - Built-in reporting tools can pinpoint risk levels and provide alerts for configurations out of compliance with the security policy.

# SAFEGUARD SENSITIVE DATA ON PRINTING DEVICES



# DATA AT REST: WHY CUSTOMERS SHOULD CARE





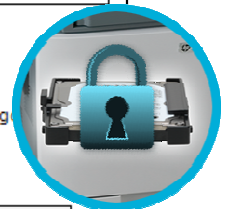
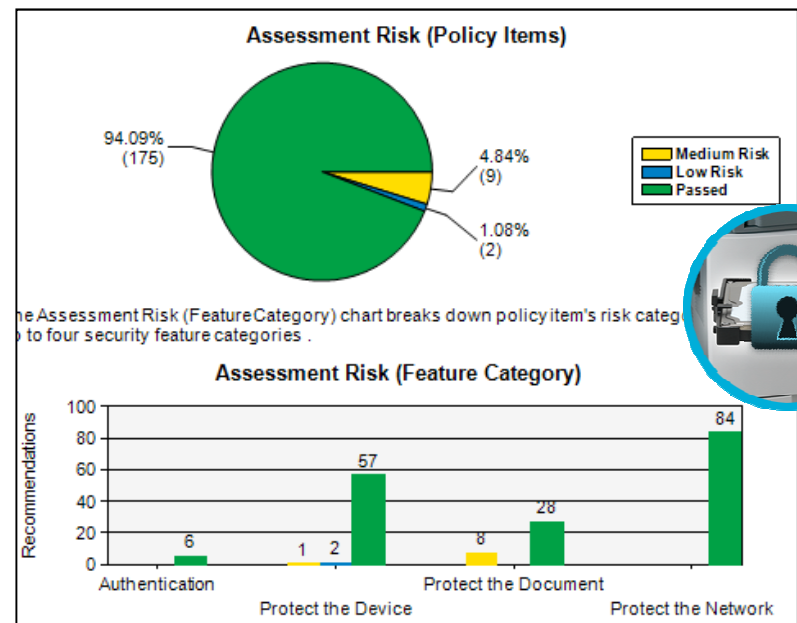
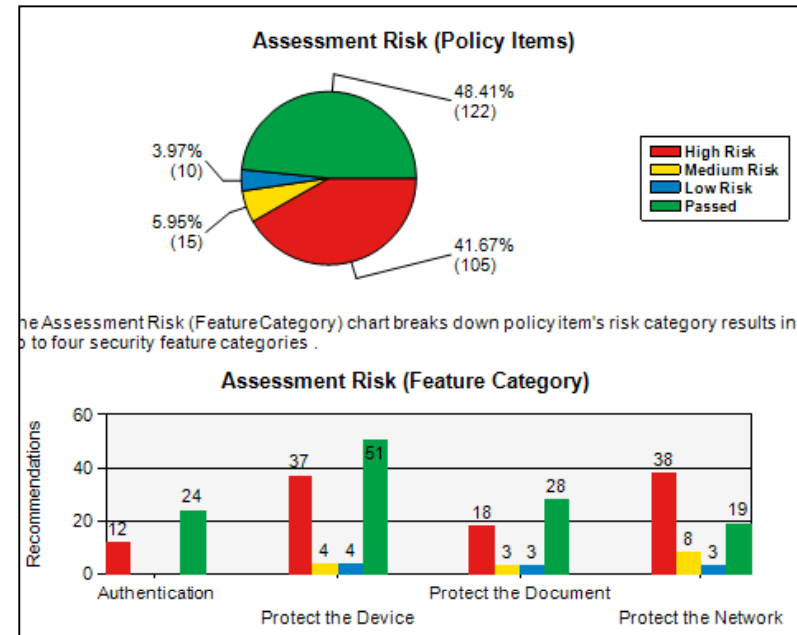
# SECURITY SOLUTION SCENARIO (BANK-CORPORATE OFFICE)

- Situation:
  - 15 x HP M3035MFPs
  - 10 x HP M600
  - 2 x CM6040MFP
  - Banking regulations require that the bank uses secure methods to purge data.
- Challenge:
  - Bank has a mixed fleet of devices: old, new, single-function, and multifunction.
  - Compliance director needs to be able to show device compliancy on a quarterly basis.
    - Current attempts to generate reporting for the fleet is tedious and inaccurate manual best effort.
- How can HP IPSC help?



# RESULTS

- HP IPSC was able to assess the entire HP fleet quickly and provide an assessment of the fleet for the compliance director.
- After reviewing the assessment, HP IPSC was used to remediate the open issues to bring the devices into compliance.
  - This process is repeated and reported on quarterly.
- The corporate office no longer worries about data at rest security breaches.





# ASSURE FLEET SECURITY WITH EFFORTLESS POLICY CREATION



# FLEXIBLE POLICY CREATION

- HP IPSC can customize over 180 HP device settings.
- What does this mean for you?
  - The ability to assess and remediate you're individual HP printer security needs directly
- What does this mean for Daly?
  - Daly can provide custom consultative services that match you're individual security requirements.

# UNIVERSITY

- Situation:
  - 30 x LaserJet M4555MFP
  - Reduce device misuse
- Challenge:
  - IT Manager must configure all new and existing devices to the University's multifunction device hardening checklist.
  - Devices that do not meet the policy are removed from the network.
  - IT Manager has no way to discover which devices require changes, or a way to adapt the devices to the University's new standards.
- How can HP IPSC help?



# RESULTS

- IT Manager quickly builds a custom policy based on the MFP device hardening checklist within HP IPSC.

Actual University Checklist

Preparation and Installation	
Step	To Do
1	If machine is a new install, protect it from hostile network traffic, until the operating system is installed and hardened.
<b>Network Protocols</b>	
2	Disable all protocols other than IP if they are not being utilized.
3	Assign the MFP a static IP address.
4	Restrict printing/copying/faxing/scanning to the minimum number of subnets practical for the device to function for its group of users.
5	Use secure communications.
<b>Management Services</b>	
6	Change default passwords and SNMP community strings.
7	Ensure the MFD maintains its configuration state after power-down or reboot. If a full reset is performed, ensure that a process is in place to reconfigure the MFD back to its production state.
8	Disable unneeded management protocols.
9	Upgrade to patched firmware expediently, in a manner consistent with change control processes.
10	Utilize automated patching notification, if available.
11	Only allow specific, trusted subnets or hosts to manage the MFD.
<b>Print/Copy/Scan/Fax Services</b>	
12	Limit print/copy/fax/scan services to required protocols.
13	If hard disk functionality is enabled, configure the MFD to remove spooled files, images, and other temporary data using a secure overwrite between jobs.
14	Ensure that the MFD provides secure storage for Cat-I data.
<b>Logging</b>	
15	Ensure that logging is enabled on MFDs.
16	Logs are reviewed on a regular basis.
17	Logs follow data retention policies.
<b>Physical Security</b>	
18	Physically secure the MFD in areas with restricted access.
19	Lock and prevent access to the hard disk.
20	Ensure that only printer administrators can modify the global configuration from the console by requiring a password.

HP IPSC Policy Editor

The screenshot shows the HP IPSC Policy Editor interface. On the left, a tree view displays the policy structure under 'Policy' > 'Categories'. The tree includes 'Authentication' (with sub-items 'Authentication Serv' and 'Passwords'), 'Device Configuration' (with sub-items 'Web' and 'Device Control'), 'Device Discovery', 'Digital Services' (with sub-items 'E-mail', 'Fax', and 'Folder'), 'Network Security', 'Printing', 'Shared Items' (with sub-items 'LDAP Settings' and 'Outgoing E-mail (SMTP)'), and 'Search Results'. Red arrows point from specific items in the tree to the right-hand configuration pane. For example, an arrow points from 'Device Control' to the 'Direct Connect Ports' section, and another points from 'Printing' to the 'Control Panel Lock' section.

**Device Control**

☒ **Direct Connect Ports:** Disable

Direct Connect Ports (such as USB or RS232) ports are active, walk-up users can access the device is open for file access and firmware updates.

Severity: Low

**Advanced Settings:**

Remediation: Enable

Unsupported: Ignore

☒ **Control Panel Lock:** Maximum Lock

Setting a password and security level for the control panel device's configuration settings. If enabled, select the security level.

Severity: Medium

**Advanced Settings:**

Remediation: Enable

Unsupported: Ignore

☒ **Control Panel Timeout:**



# RESULTS

- The IT Manager is happy to see how easy it is to create a policy that matches the MFP device hardening checklist.
- The IT Manager has since created additional policies to provide further controls on several student labs based on the professor's individual needs.
- The result is a seamless deployment of HP IPSC across the entire campus because of its simplicity of customizable policy creation.

# MAXIMIZE YOUR INVESTMENTS WITH PROACTIVE COMPLIANCE

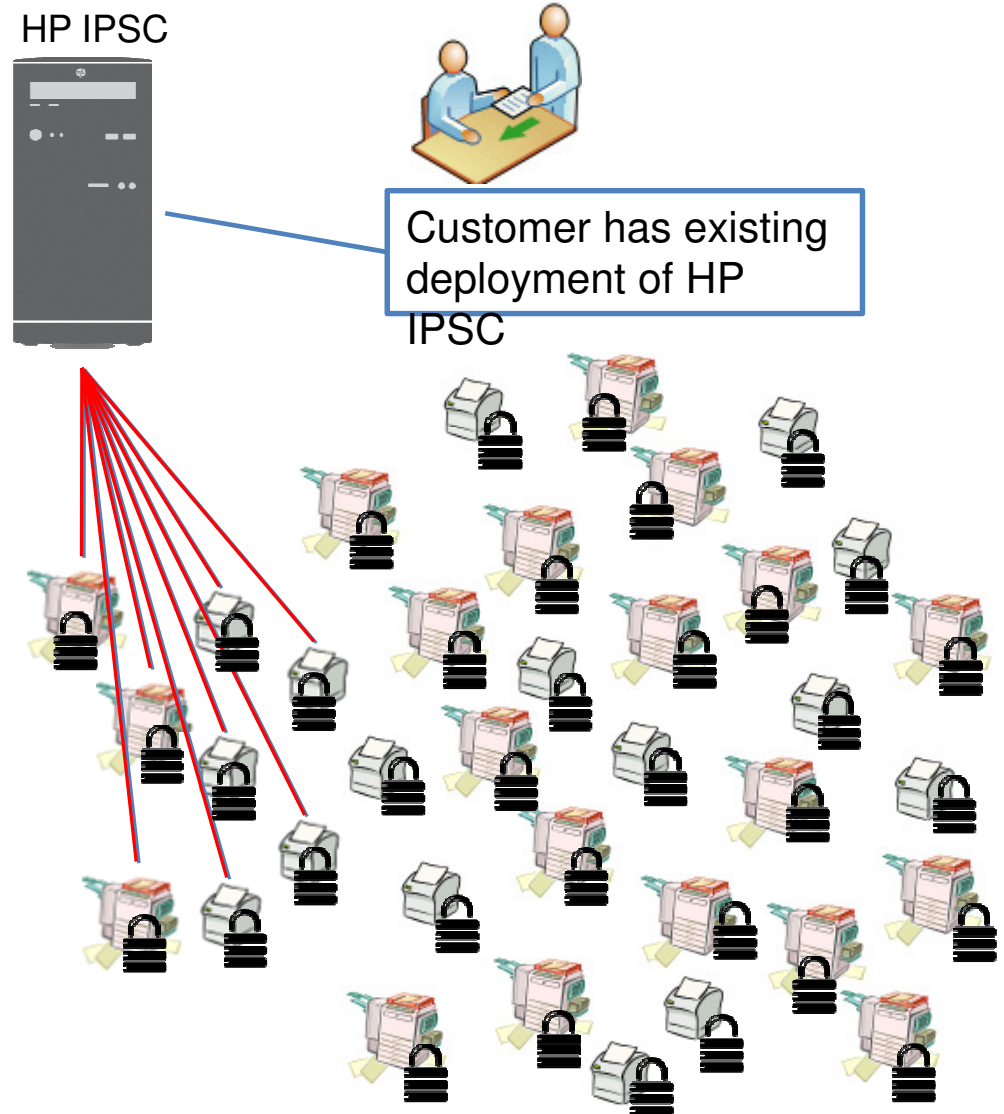




# HOW DALY - HP CAN HELP

- Proactive policy management through HP IPSC Instant-On Security

New devices come online.  
HP IPSC Instant-On Security detects the new devices and quickly remediates them to the active security policy.



# HEALTHCARE FACILITY

- Situation:
  - 20 x M600s
  - 12 x P4015
  - 15 x M4345MFPs
  - HIPPA regulations require all devices to have security measures that protect patient information.
    - A HIPPA violation can cost up to \$50,000 per incident\*
- Challenge:
  - IT department has no time or knowledge to configure imaging and printing devices constantly coming and going on the network.
  - IT department spends most of its investment on maintaining HIPPA-compliant workstations and servers.
  - The HIPPA regulatory environment is constantly changing.
- How can HP IPSC help?



# RESULTS

- With HP IPSC, the IT department easily transferred its HIPPA-compliant IT security policy to a printer policy.
  - Devices were quickly brought into HIPPA compliance across the HP fleet.
- To save time, the IT department enabled HP IPSC Instant-On Security that actively manages new and existing printers.
  - The result is an effective HIPPA-compliant security net over the networked HP imaging and printing fleet.
  - Additional IT resources are no longer required to maintain the new imaging and printing security solution.
- With little time and financial investment, the IT department has met HIPPA requirements and protected the company from potentially expensive violations and brand damage.

# REDUCE RISK WITH COMPREHENSIVE SECURITY FLEET STATUS REPORTING



# REPORTING ON THE STATE OF SECURITY

- The ability to report on the security state of a fleet provides you with a baseline for implementing change.
  - HP IPSC empowers change through a series of prebuilt comprehensive reports:
    - Overall fleet security state
    - Security policies out of compliance
    - Devices out of compliance
    - Policy being deployed
- HP IPSC reports provide proof of policy compliance:
  - Demonstrate regulation compliance on demand
  - Enforce organizational security policies on imaging and printing devices

# REPORTS DEMO

- Overall fleet security state
- Security policies out of compliance
- Devices out of compliance
- Policy being deployed

## HP Imaging and Printing Security Center Fleet Assessment Summary Report



Page 1 of 6

## HP Imaging and Printing Security Center Policy Details Report



Page 3 of 4

Policy Item	Policy Value	Severity	Remediation	Unsupported
Retain Print Jobs	Enable	Medium Risk	Enable	Ignore
Job Held Timeout	1 Hour	Medium Risk	Enable	Ignore
<b>Device Discovery</b>				
Service Location Protocol (SLP)	Disable	Medium Risk	Enable	Ignore
IPv4 Multicast	Disable	Medium Risk	Enable	Ignore
Web Services Discovery (WS-Discovery)	Enable	Medium Risk	Enable	Ignore
Bonjour	Disable	Medium Risk	Enable	Ignore
<b>Digital Services</b>				
<b>Digital Send</b>				
Automatic Reset after Send	Disable	Medium Risk	Enable	Ignore
Reset Timeout (seconds)	20	Medium Risk	Enable	Ignore
Workflow Authentication	None	Medium Risk	Enable	Ignore
<b>Printing</b>				
Standard TCP/IP Printing (P9100)	Enable	Medium Risk	Disable	Ignore
Line Printer Daemon/Line Printer Remote (LPD/LPR)	Disable	Low Risk	Enable	Ignore
Internet Print Protocol (IPP)	Disable	High Risk	Enable	Ignore
Web Services Print (WS-Print)	Disable	Low Risk	Enable	Ignore
File Transfer Protocol (FTP)	Disable	High Risk	Enable	Ignore
Appletalk	Disable	Medium Risk	Enable	Ignore

This report is provided for general comparison only. The information contained is based on manufacturer's published and internal specifications, and proprietary data and algorithms. The information is not guaranteed accurate by Hewlett-Packard Company. Users can customize the security policies used in the analysis, which will affect the results. Actual results may vary.

Web File Printing

6

This report is provided for general comparison only. The information contained is based on manufacturer's published and internal specifications, and proprietary data and algorithms. The information is not guaranteed accurate by Hewlett-Packard Company. Users can customize the security policies used in the analysis, which will affect the results. Actual results may vary.



# MODULE 4: HP IPSC COMPONENTS

- Review HP IPSC pricing.
- Examine ways to qualify the opportunity and drive HP IPSC conversations.
- Demonstrate through an interactive workshop how to position and sell HP IPSC.
- Discover next steps necessary for success with HP IPSC



# PRODUCT PRICING

	Software License SKU's & List Price	Care Packs SKU's & List Pricing	
		1 year	3 year
50 Devices	A6A38AAE \$800	U1Q16E \$160	U1Q17E \$480
250 Devices	A6A39AAE \$3,500	U1Q18E \$700	U1Q19E \$2100
1000 Devices	A6A40AAE \$12,000	U1Q20E \$2,400	U1Q21E \$7,200
5000 Devices	A6A41AAE \$50,000	U1Q22E \$10,000	U1Q23E \$30,000



# SALES CALCULATION SCENARIO

HP IPSC	50 device scenario, 1 year
50 licenses	\$800
1 year Care Pack	\$160
Per device per year	\$19.20
Per device per month	\$1.60
Per device per day	7 cents

HP IPSC	250 device scenario, 3 years
250 licenses	\$3500
3 year Care Pack	\$2100
Per device per year	\$9.33
Per device per month	\$.62
Per device per day	3 cents

# QUALIFYING QUESTIONS

- How do you support organizational initiatives relating to security for your network and imaging and printing devices?
- How can you demonstrate device compliance with security policies?
- What IT security policies do you have in place?
  - Are you able to apply these IT policies to your imaging and printing fleet?
- How do you define and ensure that your policy settings are valid?
- How do you ensure that imaging and printing devices remain compliant after initial deployment?
- How much time and money do you spend developing, deploying, and maintaining security policies across your fleet? Would you be interested in reducing this time and expenses?

Security or Compliance Manager

IT Manager / Print Admin

Chief Information Officer &  
Chief Security Officer

# SUPPORTED DEVICES

HP LaserJet printer models	2300, 2300L, 2420, 2430, 4000, 4050, 4100, 4200, 4200L, 4240, 4250, 4300, 4350, 5100, 5200, 8150, 9000, 9040, 9050, P3005, P3015*, P4014*, P4015*, P4515*, Enterprise M601*, Enterprise M602*, Enterprise M603*
HP LaserJet MFP models	M3027MFP*, M3035MFP*, M4345MFP*, M4349MFP, M4555MFP*, M5025MFP*, M5035MFP*, M5039MFP, M9040MFP*, M9050MFP*, M9059MFP, 4100MFP, 4345MFP, 9000MFP, 9000LMFP, 9040MFP, 9050MFP
HP Color LaserJet printer models	CP3505, CP3525*, CP4005, CP4025*, CP4525*, CP5525*, CP6015*, 3000, 3500, 3550, 3600, 3700, 3800, 4600, 4650, 4700, 5500, 5550, 9500, Enterprise M551*
HP Color LaserJet MFP models	CM3530MFP*, CM4540MFP*, CM4730MFP*, CM6030MFP*, CM6040MFP*, CM6049MFP, 4730MFP, 9500MFP
Other supported HP models	Digital Sender DS 9200C, DS 9250C*, Scanjet Enterprise 7000n, 8500fn*
HP Jetdirect/ Internal Jetdirect	HP Jetdirect 620N, J7934a or J7934g HP Jetdirect 635N, J7961a or J7961g Internal Jetdirect

\*Denotes devices that support the Instant-on Security feature

# Q&A

# Events

## May 1

Daly Technology Showcase  
The Place At Innsbrook  
Richmond, VA

## May 3

Daly Technology Showcase  
BWI Airport Marriott  
Baltimore, MD

## Who Do I Contact?

Ron Maleson  
Managed Print Services

Office: 301-670-0381 x 464  
Cell: 443-478-0893

Email: [ron.maleson@daly.com](mailto:ron.maleson@daly.com)