

# Introducing **PaperCut Hive**



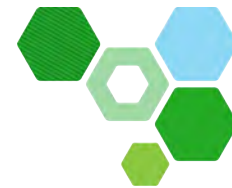


# Sales playbook

for PaperCut Hive in SMB

February 2021



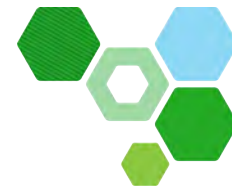


# Untapped potential in SMB

Print is transitioning to the cloud, creating new opportunities for print management

- Many SMBs have no print management solution
- Uptake has been low due to the need for on-premise infrastructure and IT resources to manage it
- Cloud hosted print management is the key to access this market
  - No need to host and manage a solution locally
  - Lower cost of entry via easy to budget subscription pricing





## SMBs need to gain insight to **reduce costs**

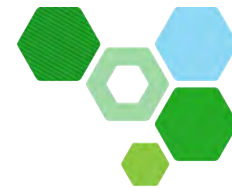
- They lack visibility into what is being printed and by whom
- They don't know the true cost of printing to their business



# SMBs need to **reduce the burden** on limited IT resources

- Managing print related issues takes up too much time
- No dedicated IT resource or it's outsourced



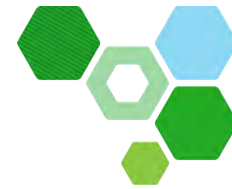


## SMBs need to **protect** **client and employee data**

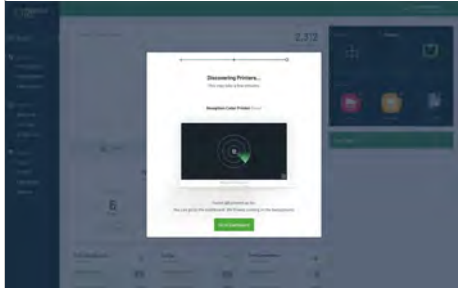


- Documents sitting uncollected at the printer or MFD present a risk of a data breach
- Need to comply with privacy legislation such as GDPR, HIPAA, SOX

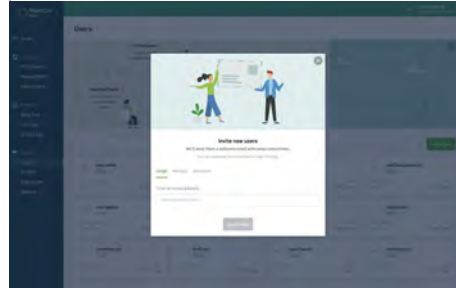
# Easy admin experience



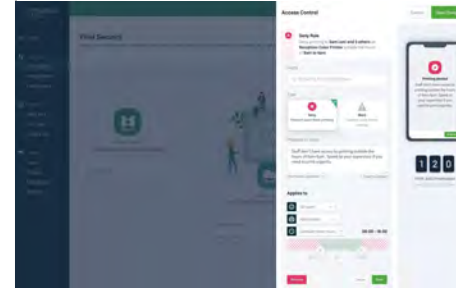
## 1. Automatic print discovery



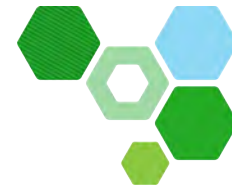
## 2. Simple onboarding



## 3. Access Control



# Simple and intuitive **user experience**



## 1. Intuitive app for self setup



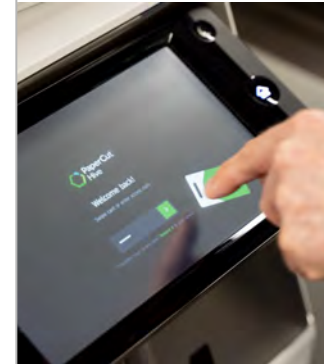
## 2. Mobile touch-free print release app



## 3. Secure print release with ID card



## 4. New embedded apps for the cloud environment







## EASY PRINTING

# Convenient printing for everyone



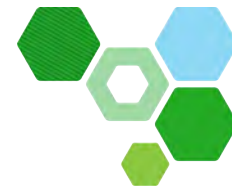
Print from any device



Convenient print release options






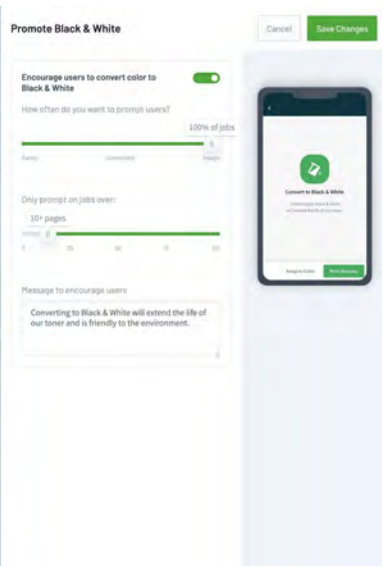
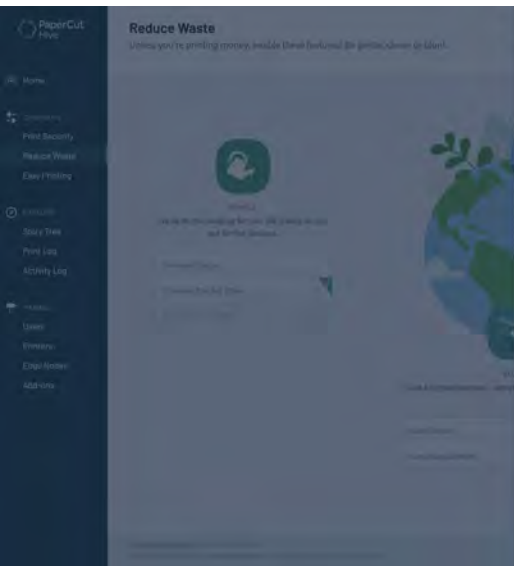
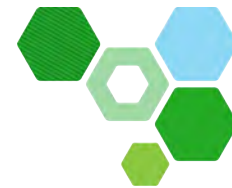
Simple and quick onboarding



## SECURE PRINTING


# Keeping data secure for peace-of-mind printing

-  Access control
-  Secure release
-  Watermarking



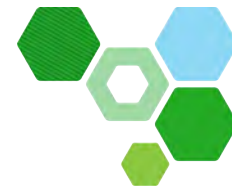
## SUSTAINABLE PRINTING

# Shrink environmental footprint and bills

 Responsible reminders




 Zero uncollected print jobs

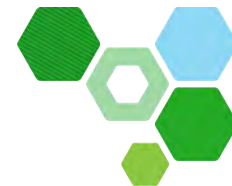
 Print job safety net



## PRINT COMPATIBILITY

# Built for all brands and all print platforms

-  Printing for most brands and increasing
-  Touchscreen embedded software
-  Copy and scan tracking



## Secure Print Release options

- ▶ Full compatibility with card technologies  
Contactless proximity cards (HID, MIFARE, etc.)
- ▶ Lite release app  
Enter a 6 digit code on the MFD touchscreen
- ▶ Mobile touch-free print release  
Ideal for printers that don't support embedded software
- ▶ Instructions on the printer  
Guests and users can request print access and release their jobs with a simple scan



## Level up the power with add-ons

- ▶ Leverage external tools or ecosystem
- ▶ Touchscreen embedded software
- ▶ Copy and scan tracking

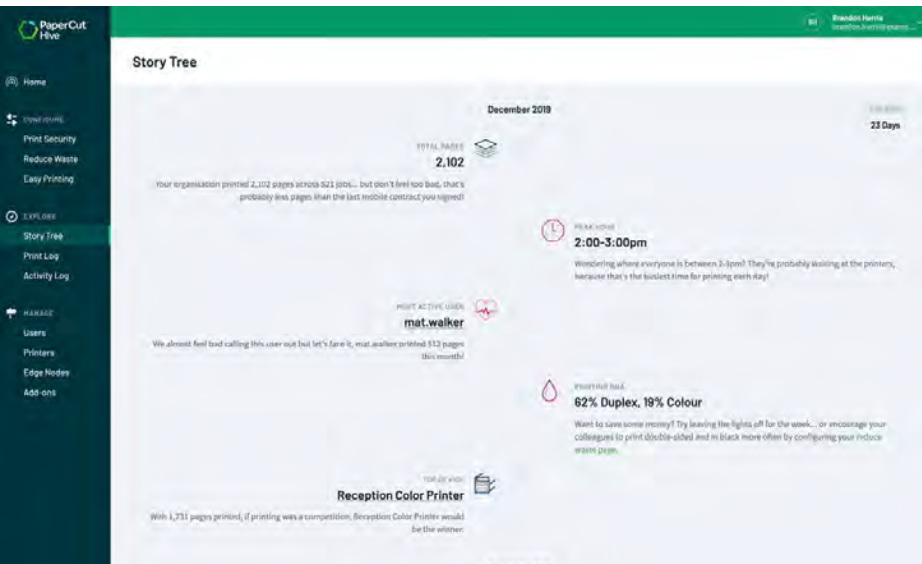
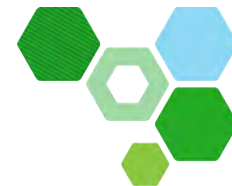
The screenshot shows the Microsoft AppSource page for the 'Power BI Connector' add-on by PaperCut Software. The page features a yellow header with a video player and several data visualization icons. Below the header, there is a 'Power BI Connector' section with a 'Connect' button and a 'Free' price tag. A detailed description explains that the add-on provides a secure connection to print data for creating reports and dashboards. A 'HOW IT WORKS WITH PAPER CUT HIVE' section further details the secure data transfer process and daily updates.

**What is Power BI?**

**Power BI Connector**  
PaperCut Software  
[Connect](#) Free

Power BI is a business analytics service provided by Microsoft. This add-on provides a secure connection to your print data to allow you to create reports and dashboards easily. If you are looking for pre-built dashboards, check out the Microsoft Power BI Advanced Dashboards add-on.

**HOW IT WORKS WITH PAPER CUT HIVE**  
This add-on makes available a carefully crafted print log data set you can use in Microsoft's Power BI analytics service. It creates a Power BI-ready URL with a secure access token and is transferred using a secure connection to protect your confidential information. Data is automatically updated daily so your dashboards remain fresh.



## Gain the insights to drive change

- ▶ Gamify set-up  
Security, environmental and usability scores
- ▶ Story tree  
Gain useful insights of printing behaviour
- ▶ Rich print job logging  
View a log of all print, copy, scan and fax activity

# Gain insight to **reduce costs**



## Ask these **questions**

Are you aware of how much you spend on print?

Do you know who your heavy print users are and why they print so much?

Do you notice wasteful printing habits in your business?



## Typical **problems**

- Lack of visibility and control of who's printing what.
- Difficulty knowing where the costs are coming from and how to reduce them.
- Staff print carelessly and immediately recycling print jobs - on average 12% of jobs are never collected



## PaperCut **solutions**

**Track and report:** Identify where heavy print usage occurs to address options for reduction.

**Secure Print Release:** Minimize careless and wasteful printing.

**Responsible reminders:** Give users a nudge toward 2-sided or grayscale with in-app and on device prompts.



## Highlight these **benefits**

Gain visibility of users' behavior, making it easy to implement options that reduce waste.

Avoid print jobs going in the bin by enabling one of many Secure Print Release methods.

Boast eco-friendly policies to use less paper, save on toner, and make sustainable habits.



# Reduce the burden on limited IT resources



## Ask these questions

Do you have a dedicated IT person or do you outsource?

Are users who are struggling to print taking too much of your time?

Do you waste a lot of time setting up guests or visitors to print?



## Typical problems

- No dedicated IT resource so print issues take time away from core responsibilities.
- Paying outsourced IT service to handle print related issues.
- Manual and time-consuming to set up users to print from mobile and BYOD devices.
- Difficulty enabling printing for guests and visitors.



## PaperCut solutions

**Quick sign up:** Use web browser to manage from anywhere without the need for servers.

**Set up printers automatically:** The printer discovery tool applies auto-generated labels.

**Print from any device:** Driver-free printing on Android, macOS, iOS, Chromebooks and Windows.

**Enable employees and guests:** Enter users' email and self-setup instructions arrive in their inbox.



## Highlight these benefits

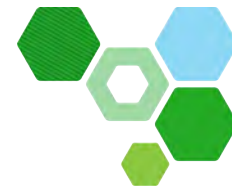
Enable printing with no hassle, technical complexities, or the need of big IT departments.

Ensure reliable printing without being dependant on servers.

Print quickly without any hassle from any device, to any printer.

Quickly enable visitors from other offices or guests to print.

# Protect data for clients and employees



## Ask these questions

Do you often see uncollected printouts in printer trays?

What safeguards do you have in place to protect against a data breach?

Can you identify and contain document security issues?



## Typical problems

- Sensitive information ending up in the wrong hands, which can lead to an intellectual property loss and/or data breach.
- Insufficient compliance with privacy legislation.
- No accountability for uncollected printouts.



## PaperCut solutions

**Secure Print Release:** Keep jobs in a 'hold' state until the user authenticates at the printer.

**End-to-end encryption:** Protect documents in transport and at rest (stored on disk).

**Print logs and archiving:** View all print activity and copies of past print jobs.

**Watermarks and digital signatures:** Physically identify print job ownership.



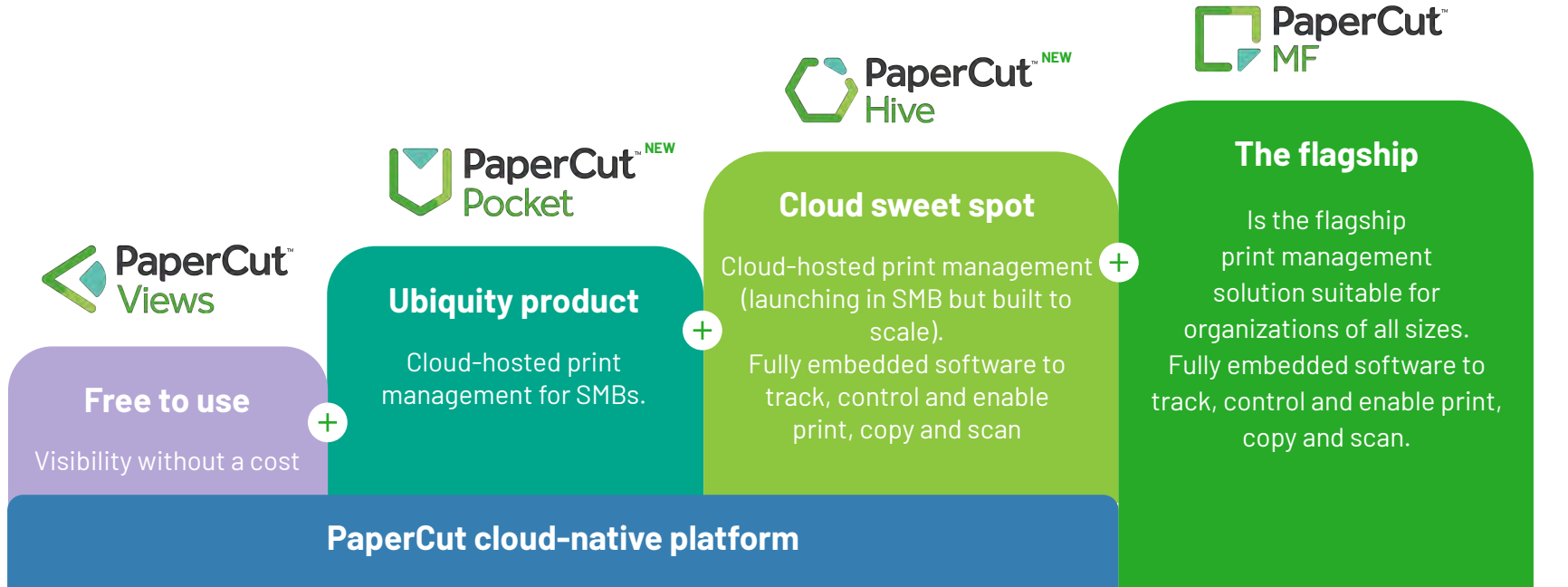
## Highlight these benefits

Provide full compliance with local legislation and GDPR by protecting against breaches and making sure sensitive data stays in the right hands.

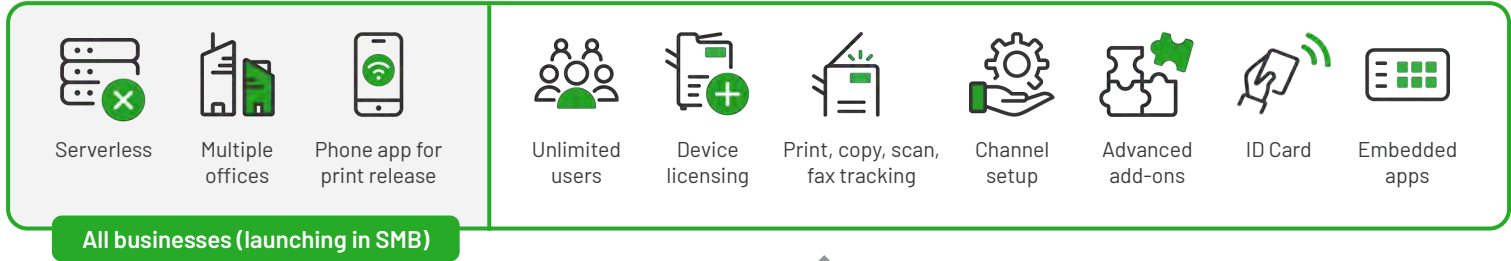
All print activity can be reported on when needed.

Fully traced print jobs tie accountability to the owner.

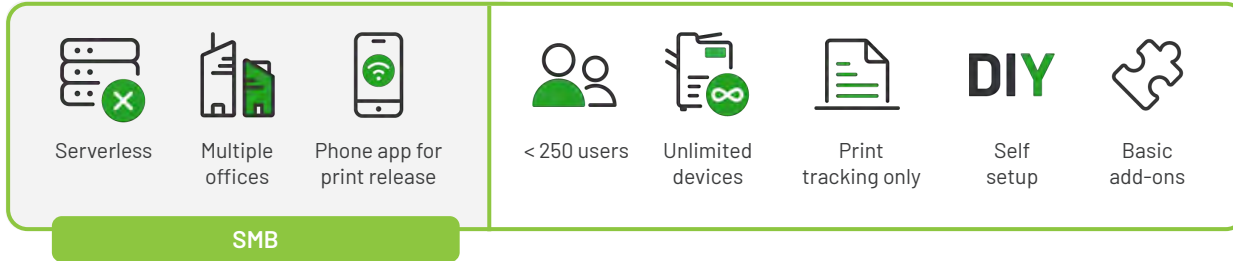
# A powerful portfolio






# PaperCut cloud products positioning



↑ UPSELL































# PaperCut Pocket & Hive - Release options

	Embedded experience	Release Options
	Device connection with <b>Mobile Release</b>	<ul style="list-style-type: none"><li>• List</li><li>• NFC</li><li>• Code</li><li>• QR Code</li></ul>
	Device connection with <b>Lite Release App</b> (+Mobile Release)	<ul style="list-style-type: none"><li>• Access Code (pin number)</li></ul>
	Device connection with <b>Full Embedded</b> (+Mobile Release)	<ul style="list-style-type: none"><li>• Swipe Card</li><li>• Guest Login - COMING SOON</li><li>• Scan/Copy Tracking - COMING SOON</li><li>• Integr. Scanning - COMING SOON</li></ul>



# Today's feature level view

 = coming soon

Feature	 PaperCut Pocket	 PaperCut Hive	 PaperCut MF
Baseline print management features			
Easy self setup			
Partner setup advice for embedded config			
Mobile phone based secure print release			
MFD Embedded touchscreen app for secure print release and find-me printing			
Card reader based authentication at the MFD			
Copy, Scan and Fax tracking at the MFD			
Quota's and Multi Departmental Billing per User			
Integrated Scanning and Document Processing			
Integration available for payment gateways			
Job Ticketing for Print Rooms			
Basic add-ons			
Advanced add-ons		