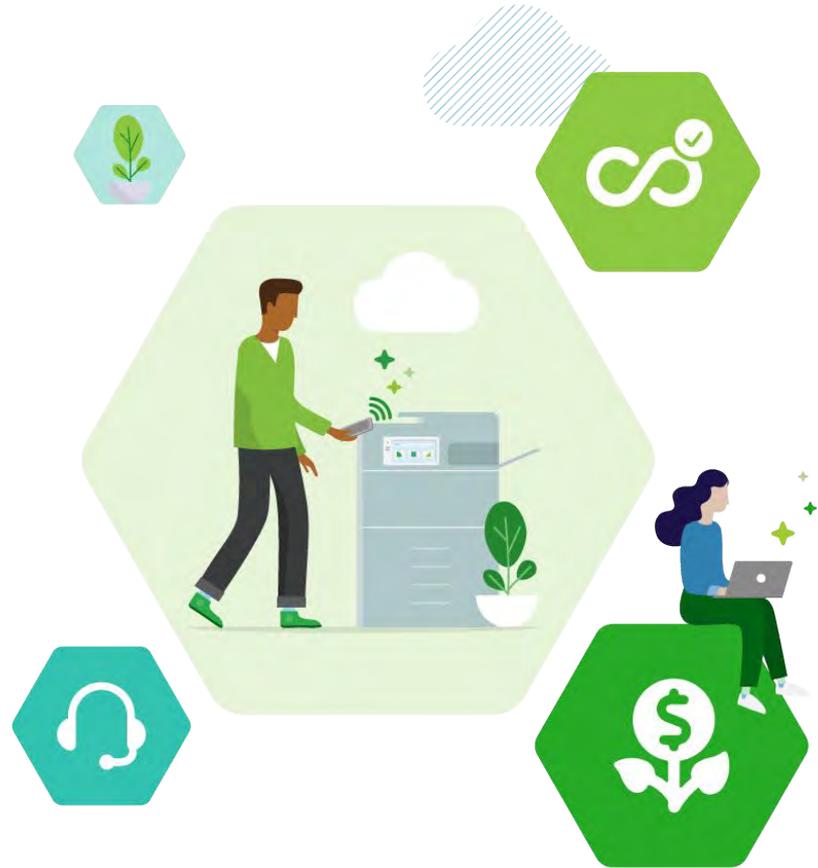
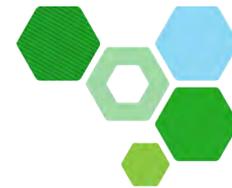




Sales playbook

for PaperCut Hive in SMB





Untapped potential in SMB

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

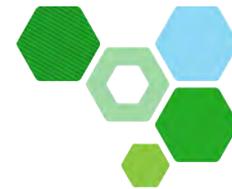
- Many SMBs have no print management solution
- Uptake has been low due to the need for on-premise infrastructure and IT resources to manage it
- Cloud hosted print management is the key to access this market
 - No need to host and manage a solution locally
 - Lower cost of entry via easy to budget subscription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





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

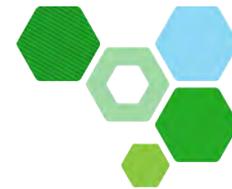
- They lack visibility into what is being printed and by whom
- They don't know the true cost of printing to their business



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**

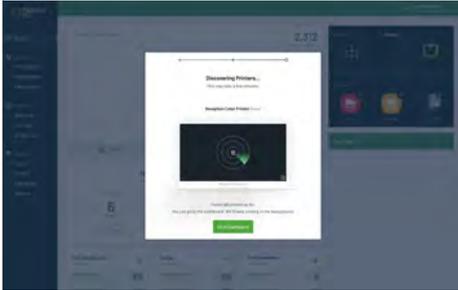


- Documents sitting uncollected at the printer or MFD present a risk of a data breach
- Need to comply with privacy legislation such as GDPR, HIPAA, SOX

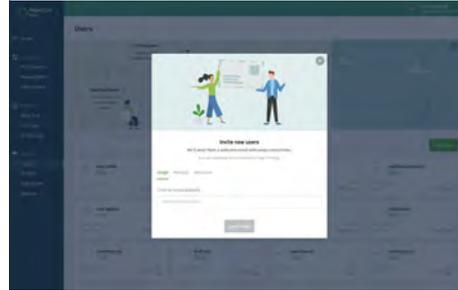
Easy admin experience



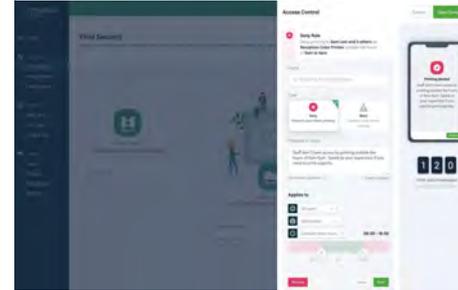
1. Automatic print discovery



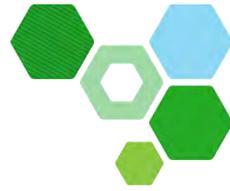
2. Simple onboarding



3. Access Control



Simple and intuitive **user experience**



1. Intuitive app for self setup



 PaperCut
Pocket  PaperCut
Hive

2. Mobile touch-free print release app



 PaperCut
Pocket  PaperCut
Hive

3. Secure print release with ID card

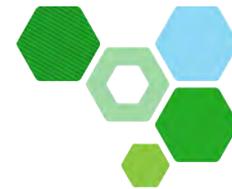


 PaperCut
Hive

4. New embedded apps for the cloud environment



 PaperCut
Hive



EASY PRINTING

Convenient printing for everyone



Print from any device



Convenient print release options



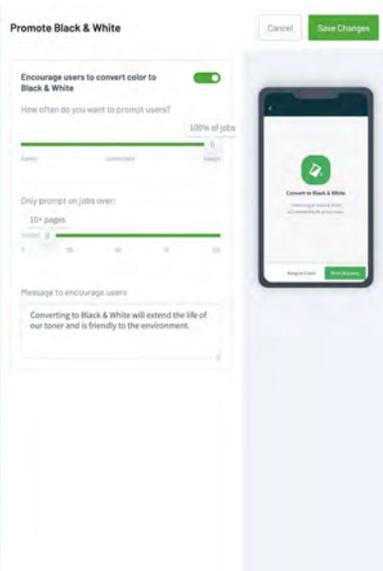
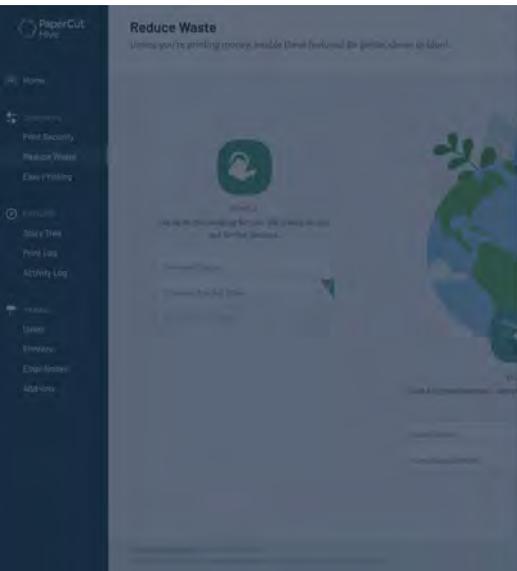
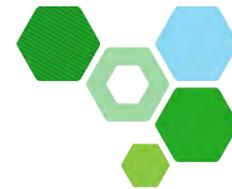
Simple and quick onboarding



SECURE PRINTING

Keeping data secure for peace-of-mind printing

-  Access control
-  Secure release
-  Watermarking



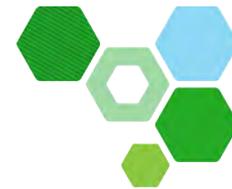
SUSTAINABLE PRINTING

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

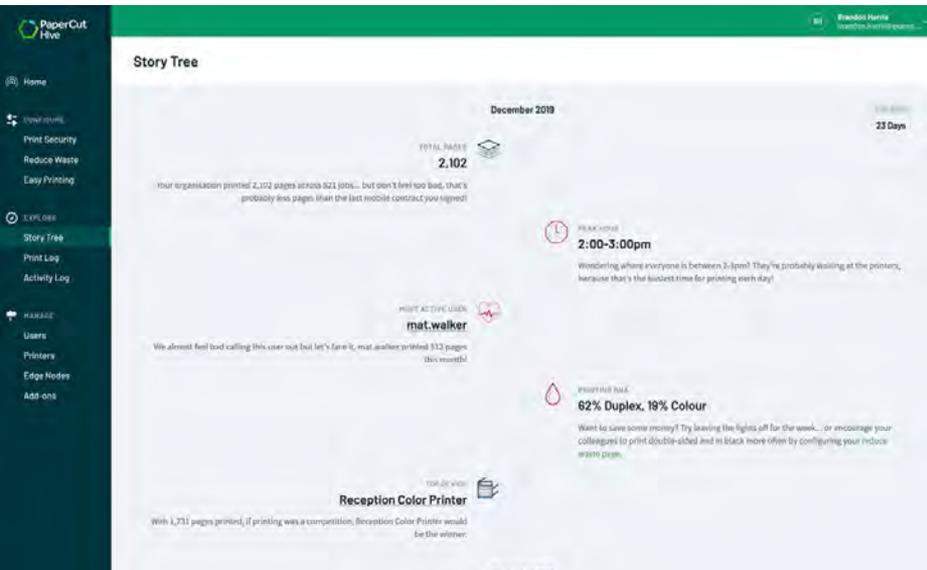
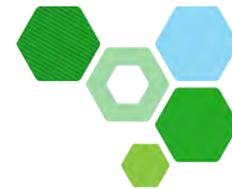
The screenshot shows the Microsoft Add-on Center page for the 'Power BI Connector' by PaperCut Software. The page features a yellow header with a video player and several data visualization icons. Below the header, the add-on is listed as 'Power BI Connector' by 'PaperCut Software', with a 'Connect' button and a 'Free' price tag. A detailed description explains that the add-on provides a secure connection to print data for use in Power BI reports and dashboards. A 'How it works' section describes the data flow from PaperCut Hive to Power BI, highlighting security and automatic 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.



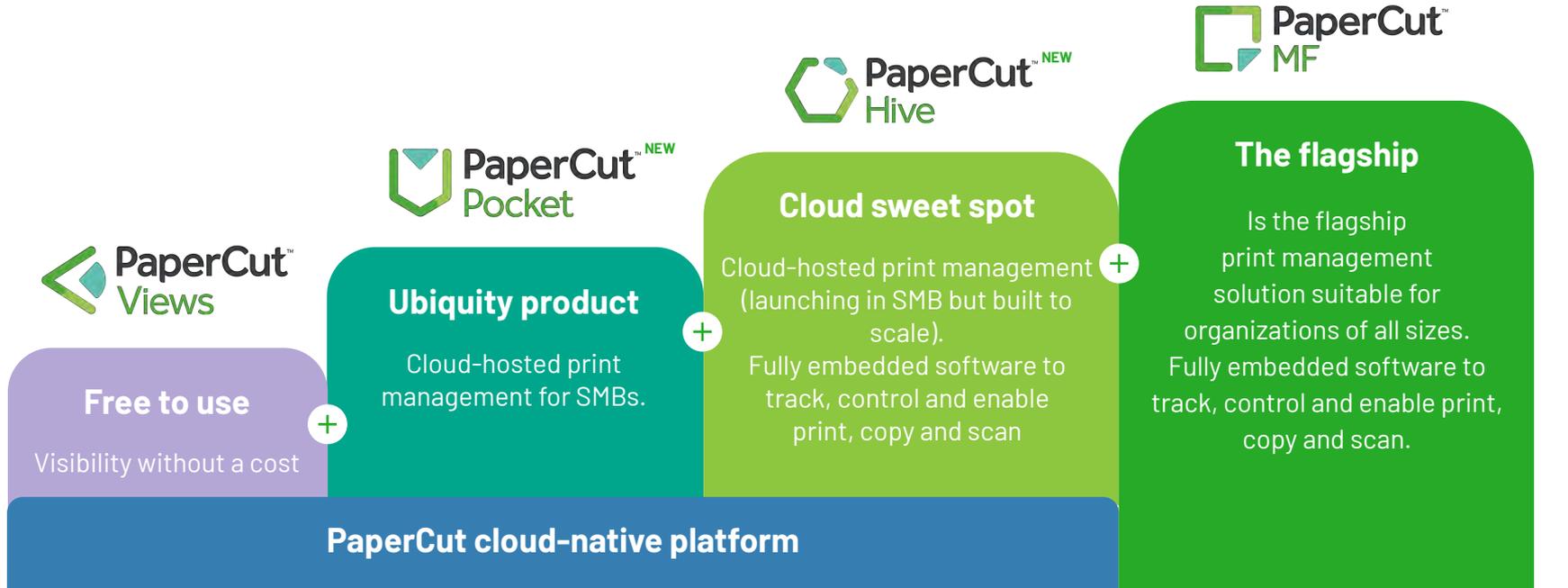
Highlight these benefits

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

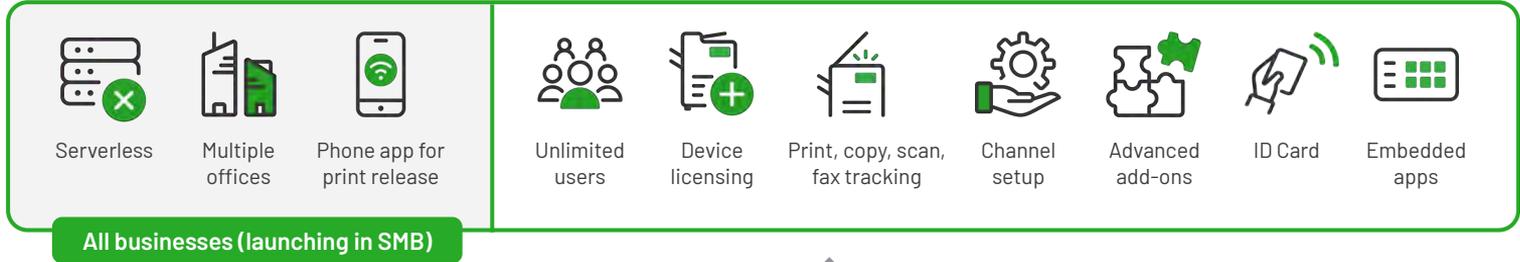
All print activity can be reported on when needed.

Fully traced print jobs tie accountability to the owner.

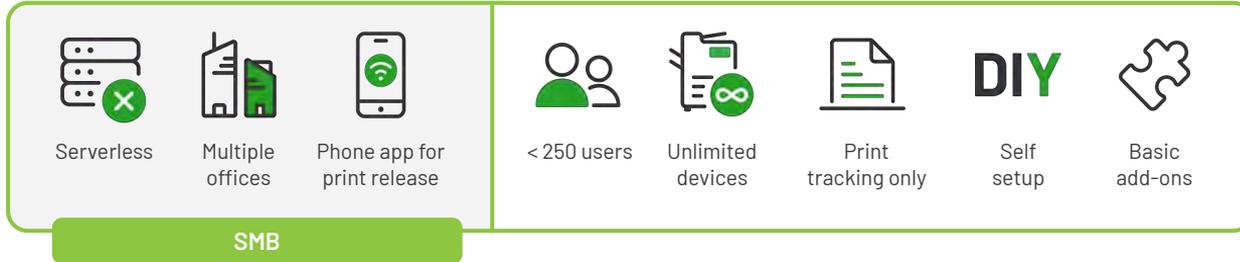
A powerful portfolio



PaperCut cloud products positioning



↑ UPSELL



PaperCut Pocket & Hive - Release options

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



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			

Scenario 1 – Electrical contractor



Current situation

- 15 members of staff
- Single office
- No onsite server resources
- No dedicated IT
- No print management solution
- Using SaaS solutions, such as Office 365 or G Suite
- 1 x color A4 MFD and 2 x B&W SFPs
- No proximity cards for staff

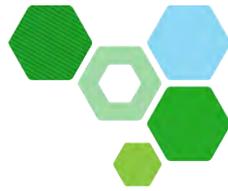
Identified needs

- Track and control printing
- Visibility of toner levels to avoid downtime or excessive stock levels
- Eliminate uncollected documents on print output trays to reduce waste and protect data
- Make printing easy for staff and visitors no matter what device they print from

Recommended solution: PaperCut Pocket

- Ideal for fully hosted infrastructure and use of SaaS solutions
- Printing from A4 MFD and the two printers will be tracked, plus any future devices they may add
- Rules to control who and when someone can print
- Paper and toner forecasting and low toner alerts
- Secure Print Release via mobile phone to eliminate uncollected documents
- Easy self set-up printing

Scenario 2 – Web design agency



Current situation

- 35 members of staff
- Single office
- No onsite server resources
- No dedicated IT
- No print management solution
- Using SaaS solutions, such as Office 365 or G Suite
- 1 x A3 color MFD, 1 x A4 B&W MFD and 1 x B&W SFP
- No proximity cards for staff

Identified needs

- Track and report printing
- Eliminate uncollected documents on print output trays to reduce waste and protect data
- Some staff members not comfortable using their mobile phone for print release so want an alternative option
- Make printing easy for staff and visitors no matter what device they print from

Recommended solution: PaperCut Hive with Lite Release App

- Ideal for fully hosted infrastructure and use of SaaS solutions
- Tracking and reporting for print across all their MFDs and the printer
- Rules to control who and when someone can print
- MFD touchscreen secure print release with a pin code via the Lite Release App and mobile phone release options
- Easy setup to get users printing in no time at all

Scenario 3 - Accountancy firm



Current situation

- 120 members of staff
 - Office A: 80 people
 - Office B: 40 people
- Servers hosted in managed Azure private cloud
- Small dedicated IT team
- No print management solution
- Use Xero for practice management
- Printing devices:
 - A: 3 x A3 color MFD, 3 x A4 B&W SFP
 - B: 2 x A3 color MFD, 1 x A4 B&W SFP
- 1 x A3 MFD in each office is configured with advanced finishing options
- Charge print related costs to clients via time-consuming manual process
- Proximity cards for staff

Identified needs

- Track and report printing, copying, and scanning
- Eliminate uncollected documents on print output trays to reduce waste and protect data
- Enable easy printing for guests, visitors and BYOD users to reduce load on IT
- Automate the process of allocating print related costs back to client accounts in Xero ready for billing

Recommended solution: PaperCut MF

- Can be hosted in a private cloud
- Supports advanced finishing options
- Full tracking, rich built in reporting and custom reporting for print copy, scan and fax
- Secure print release with support for multiple card reader technologies
- Print Deploy and Mobility Print to make printing easy for visitors and BYOD users alike
- Automate allocating print costs to relevant client accounts
- Integration with Xero for client billing



Scenario 4 - Regional retail chain



Current situation

- 150 members of staff
 - Head office: 50 members of staff
 - Stores: 10 members of staff per store
- No onsite server resources
- Outsourced managed IT provider
- No print management solution
- Using SaaS solutions, such as Office 365 or G Suite
- Printing devices:
 - Head office and warehouse: 2 x A3 color MFD and 1 x A4 B&W MFD
 - Stores: 1 x A4 color MFD per store
- Proximity cards for staff
- Utilize scan to email on MFD native interface

Identified needs

- Track and report printing, copying, and scanning
- Create a dashboard in PowerBI to visualize print activity and costs
- Eliminate uncollected documents on print output trays to reduce waste and protect data
- Make printing easy for staff and visitors no matter what device they print from

Recommended solution: **PaperCut Hive** with Full Embedded App

- Ideal for fully hosted infrastructure, use of SaaS solutions, outsourced IT
- Rules to control who and when someone can print
- Tracking and reporting for print, copy, and scan across all their MFDs
- Create rich print dashboards with the PowerBI add-on
- Secure Print Release using staff ID cards (HID, MIFARE, etc.) via the Full Embedded App
- Easy set-up to get users printing In no time at all



Scenario 5 - Construction company



Current situation

- 200 members of staff
 - 50 in the main office
 - 150 based on construction sites
- Still some onsite servers but plan to migrate to a fully hosted set-up
- Small dedicated IT team
- No print management solution
- Using SaaS solutions, such as Office 365 or G Suite
- Printing devices:
 - Office: 2 x A3 color MFDs, 1 x A4 B&W SFP, 1 x wide format plotter
 - Site offices: 5 x A4 B&W MFDs
- Advanced finishing options on 1 x A3 MFD
- No proximity cards for staff

Identified needs

- Track and report printing, copying, and scanning from head office, including wide format printing
- Eliminate uncollected documents on print output trays in head office to reduce waste and protect data
- Enable easy set-up of printing for site offices to reduce load on IT
- Secure printing not wanted for site offices

Recommended solution PaperCut MF

- Onsite servers still available
- Tracks wide format printing
- Supports advanced finishing options
- Full tracking, rich built in reporting and custom reporting for print copy, scan and fax
- MFD touchscreen secure print release and mobile phone release options for head office
- Print Deploy and Mobility Print make printing easy for users in site offices
- Track print, copy and scan activity for site offices without the need for secure print queues