

HP Imaging and Printing Security Solutions



Technology for better business outcomes



Large organizations around the globe face a new threat to mission-critical business information: individuals seeking to access and exploit valuable business intelligence. Because today's networked imaging and printing technology provides much of the same functionality as a computer or server, it can be just as vulnerable to attack.

What if you could...

- Raise the security of your imaging and printing environment to the level of your overall IT infrastructure?
- Decrease future risks and potential security breaches by putting safeguards and policies into place throughout the organization?
- Protect valuable business information from tampering and inappropriate distribution?

That's alternative thinking about printing.

According to a Deloitte survey, privacy incidents and breaches that required customer notification occur often inside organizations. More than 35 percent of survey respondents reported between six and ten privacy incidents, and more than 43 percent reported more than ten incidents in the last 12 months.¹

As a result, printer-based security breaches have the potential to expose an organization and its employees, customers, and partners to myriad risks and unexpected costs. For example, some estimate that the cost of acquiring new customers after a security breach can reach \$128 per record in 2007—up from \$98 in 2006.²

Forward-thinking organizations aren't waiting for a security crisis to occur down the road; they're getting prepared today.

Solution at a glance

HP Imaging and Printing Security Solutions work directly at the device and on the network to protect your information and prevent unauthorized access. HP is the first imaging and printing company to have a security checklist approved by the National Institute of Standards and Technology (NIST) and an Internet Protocol security (IPsec) solution approved by the U.S. Department of Defense.

HP built the security checklist around four key dimensions:

- Secure imaging and printing device.
- Protect information on the network.
- Secure the document.
- Monitor and manage the infrastructure.

¹ Deloitte Enterprise At Risk: 2007 Privacy & Data Protection Survey, December 2007

² Ponemon Institute Study: 2007 Annual Study: Cost of a Data Breach



How your business can benefit

With HP Imaging and Printing Security Solutions, your organization can enhance security on most devices, protect critical business information and simplify the way you manage your printing fleet. What's more, you can:

- Prevent unauthorized users from accessing information and devices.
- Protect your clients, customers, business partners and brand from data tampering.
- Select the right security level for your environment, concerns and budget.

The HP Access Control Secure Printing Solution delivers powerful authentication, authorization, auditing, and accounting capabilities. This simple-to-deploy and easy-to-maintain solution is available on select HP multifunction and single-function LaserJet printers and Edgeline MFPs. Regardless of whether you choose the HP Access Control Secure Printing Solution or other security solutions from the HP portfolio of offerings from leading experts—including Pharos Systems International, Jetmobile, Capella Technologies, Equitrac, TROY Group, Inc., SafeCom and EPSOft—HP gives you the flexibility to address your specific needs.

At the device

User authentication—Most HP multifunction printers (MFPs) have built-in print, copy and send authorization controls to restrict usage and to protect vulnerable or valuable functions. Get even more protection with the HP Access Control Secure Printing Solution. Choose from a wide range of authentication methods (PIN code, proximity card or smart card) and integrate with many smart card operating systems. HP will help you explore all of the authentication options in our vast portfolio to find the best solution for your environment.

HP Secure Erase technology—This offering allows administrators to erase most print, scan, fax and copy jobs from storage devices to avoid unauthorized access by other users.

Document security and check printing security solutions—HP offers solutions from TROY Group, Inc. that protect printed checks and other sensitive documents from fraudulent activity. Locked input trays prevent unauthorized access to sensitive media in the device, and special magnetic ink character recognition (MICR) security toner protects text and graphics on printed documents by introducing a red stain to the document if someone attempts to alter it.

On the network

PIN and pull printing solutions—These features prevent documents from getting “lost” in the output tray by allowing print jobs to be saved electronically in a device, or on a server, until the authorized user is ready to print them. The HP Access Control Secure Pull Printing Solution is at the forefront of mitigating security and compliance risks and reducing paper waste. It reduces paper waste, too, which lessens the impact of printing on your budget and the environment. The HP extended portfolio of offerings from industry experts provides additional pull printing solutions to suit your unique requirements.

Monitoring and managing operations

HP Web Jetadmin—This HP product can establish password protection on HP imaging and printing devices and create an audit trail to track usage and configuration changes.

Monitoring and tracking solutions—Track, manage, and account for all print activity in the fleet (as well as e-mail, copy and fax activity for HP devices) with the HP Access Control Job Accounting Solution. This powerful solution enables tracking by device, user, department or cost center to aid in forecasting, internal billing and cost recovery. Many options for monitoring and tracking your imaging and printing environment with enhanced security features are available through the HP portfolio that includes solutions from experts around the globe.

HP at work around the world

MFPs and HP Digital Sending Software (DSS) enabled a large U.S. health-care system to transmit patient data among intensive-care units efficiently and safely. By giving users instant access to current patient-related and other critical information, administrators enhanced their ability to comply with the Health Insurance Portability and Accountability Act (HIPAA) requirements.

Why HP?

HP is a globally recognized leader in imaging and printing solutions for large organizations. We offer technical expertise and reliable products and solution sets that allow our customers to benefit from:

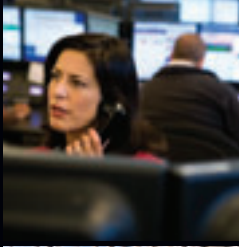
- Consulting services, including procurement, installation, management and support that can be customized to enhance your organization's effectiveness
- Relationships with industry solution providers
- Powerful solutions to optimize your environment, improve the bottom line and help the planet

How do you get started?

Contact your local HP representative to:

- Set up an HP Security Advisor workshop for a customized analysis of your imaging and printing environment to assess your security vulnerabilities and begin building a strategy to reduce your security risks.
- Establish a plan to implement the best solution for today and into the future.
- Identify an environmental approach that can help your company save money.

To find more information on HP Imaging and Printing Security Solutions, visit www.hp.com/apac/enterpriseprint.



HP three-part approach

HP works with you to assess, deploy and manage an imaging and printing environment tailored to meet your business needs, while helping you reduce costs, conserve resources and simplify document-intensive processes. HP's three-part approach:

Optimize infrastructure

HP can help you achieve a balance between your total cost of printing and your needs for user convenience and productivity.

Manage environment

Working together, HP can help you maintain your optimized infrastructure while improving business efficiency and tightening security.

Improve workflow

By streamlining your document-intensive processes, HP can help you deliver a more efficient environment for capturing, managing and sharing information.

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