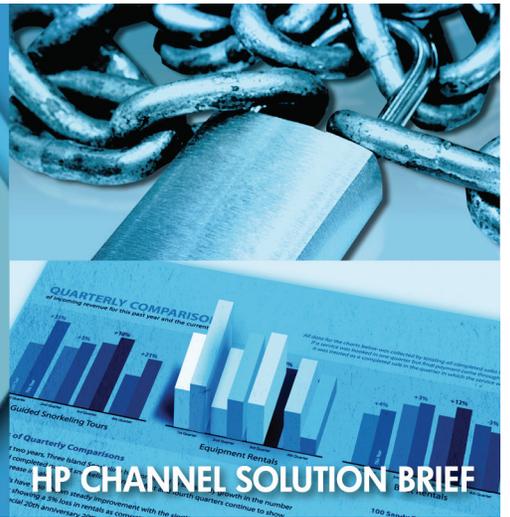


# HP ePRINT ENTERPRISE

## MOBILE PRINT SOLUTION FOR BLACKBERRY®



Stay productive by printing wherever business takes you—without your data leaving the security of your company network.

The merger of mobile devices and cloud services has become one of the most significant enablers of business productivity and innovation seen in the past decade. We now hold the power of communicating and computing in the palms of our hands, nearly anywhere business or life takes us. However, one key business process has eluded the mobility movement: printing. Even the most technically enabled business travelers find themselves hunting down print services while on the road and interrupting IT staff simply to print a document. But finally, a truly mobile print experience is available—helping further drive business productivity.

### Solution at a glance

The HP ePrint Enterprise mobile printing solution for BlackBerry makes it simple for you to access and print documents while on the go. Print presentations, reports, photos, and more—from a “Print” button embedded in your BlackBerry email application, Photo, SMS, Memo, and Documents To Go by DataViz®—to any registered printer on the network.<sup>1</sup> Your data never leaves your company network, so you know you’re safe and secure.

### A truly business-level mobile print experience

HP ePrint Enterprise mobile printing solution unleashes the full potential of the BlackBerry smartphone for companies deploying the BlackBerry Enterprise Server. A single, ubiquitous Print button enables you to print documents efficiently with enterprise-level security, allowing you to send print jobs from remote locations for printing on arrival. Now you can convert mobile content into hard copy for easy reading, markup, and sharing on the fly. With the BlackBerry-based solution, your data never leaves your secure network. In addition, security can be enhanced with the ability to integrate with pull- and PIN-printing solutions requiring user authentication to release the print job. With our new simple email-to-print capability, you can send a print job from a business email address to your company’s networked printers that have been assigned an email address.<sup>2</sup>

### Optimized for business

Work doesn’t stop for you when you are on the go, and with HP ePrint Enterprise you now have a mobile printing solution that:

- Provides a driverless printing application that can integrate into your existing IT environment
- Is straight-forward to manage and can scale to meet the demands of your business
- Maps and tags specific printers to a business directory so your employees can easily locate printers on a network without needing to know model names or network addresses
- Gives your employees a simple and intuitive way to print from their BlackBerry in the office and to thousands of HP ePrint Mobile Print Locations<sup>3</sup>—from the same application

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### What if you could...

**Unleash** the full potential of your BlackBerry smartphone with a cloud-printing solution?

**Increase** productivity by printing with a few simple clicks, using one embedded Print button?

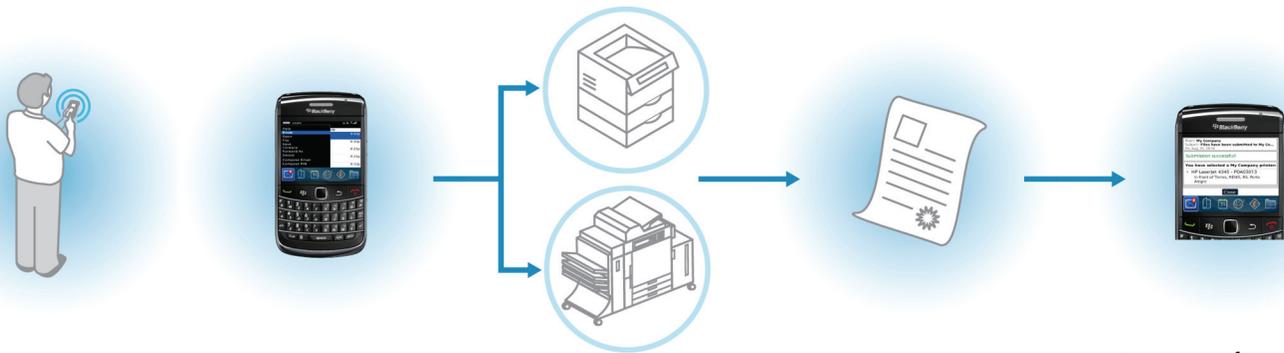
**Quickly** locate the nearest available printer with easy-to-use rich search functionality?

**Release** IT from the chore of managing print drivers, cables and VPN hassles?

**Drive** innovation with a totally new way of printing in the office and on the go?

**Enable** a simple email-to-print feature from email-enabled devices?<sup>2</sup>

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**1. Select content you want to print.**

From a standard BlackBerry smartphone e-mail application, click the Print button to begin the HP ePrint Enterprise printing experience.

**2. Select a printer.**

Find and choose a printer based on descriptive, relevant qualities (similar to a simple web search) and click to select.

**3. Hit print.**

See a full description of the printer you selected, review the document to be printed and then click Print to send the job to the printer.

**4. Get print confirmation.**

A "Successful submission" notification will be forwarded to the BlackBerry.

**Figure 1. HP ePrint Enterprise provides an easy-to-use mobile printing solution with the security your company requires for the BlackBerry. See the demo at [www.hp.com/go/eprintenterprise](http://www.hp.com/go/eprintenterprise).**

## Why HP?

HP is a global leader in imaging and printing solutions, offering technical expertise along with reliable products and powerful solution sets.

**Reduce costs and improve your imaging and printing infrastructure.** Change the way you do business by changing the way you think about printing. Trim overall printing costs by investing in time- and money-saving solutions.

**Meet your business IT goals.** Extend the value of your imaging and printing hardware using solutions customized to meet specific needs. Trust HP and partner technology to handle even the most complex security, workflow, and document management issues.

**Choose from a wide variety of premier solutions.** Solutions are designed to work seamlessly with management tools.

## Get started today

When choosing HP solutions, rely on HP Solutions Certified Resellers—your trusted advisors. They have been trained to help you assess your business needs, install the solutions that can enhance your organization’s effectiveness, and provide ongoing support. Contact your local HP Solutions Certified Reseller for more information about the HP ePrint Enterprise mobile print solution and other imaging and printing applications that will help you keep your business running smoothly.

**HP ePrint Enterprise is compatible with pull printing solutions like HP Access Control for enhanced security**

### 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.

<sup>1</sup> HP ePrint Enterprise requires Internet- and email-capable BlackBerry smartphone OS 4.5 or newer with separately purchased wireless Internet service, HP ePrint Enterprise Server software, and HP ePrint services app. Solution works with PCL5/6, PCL3, PCL3GUI, and postscript printers (HP and non-HP). BlackBerry requires BlackBerry Enterprise Server (BES) deployment.

<sup>2</sup> Email-to-print feature works with any Internet- and email-capable device, from a company email address, to networked printers, with the deployment of HP ePrint Enterprise.

<sup>3</sup> Availability and cost of printing varies at mobile print locations.

