Cloud printing in the enterprise: liberating the mobile print experience from cables, operating systems, and physical boundaries

Executive summary

In recent years, mobile technology has proliferated throughout the enterprise. Today, virtually no one in the workforce is bound to a desk to work, check email or communicate with co-workers and customers. Notebooks and personal data assistants (PDAs) have evolved into all-in-one smartphones, and broadband wireless networks make it possible for people to be connected where business takes them. At the same time, we're seeing the rise of cloud technologies to manage data and software that used to run solely on PCs. This merger of mobile and cloud technologies is on its way to becoming one of the most significant enablers of business productivity and innovation in the past decade.

We may hold the power of communicating and computing in the palm of our hands, but one business process has remained elusive: printing. Wireless print technologies have freed the enterprise from cable clutter and offer a bit more mobility. But even the most technically enabled business travelers find themselves hunting down print services while on the road and interrupting IT managers when visiting a branch office simply to print a document.

But the forecast looks good. Technology companies like HP are now turning to the cloud for authentic mobile printing experiences. HP has developed mobile print solutions that are printer-agnostic, driverless and require little more than Internet or intranet access to send a print job to a relevant printer—on the network or on the go. The HP ePrint Enterprise mobile printing solution is one of the first solutions to appear in the enterprise market.

HP ePrint Enterprise is a cloud-based solution that makes it possible for BlackBerry® smartphone users to experience the benefits of true mobile printing. Enterprise users can print documents, presentations, reports, and photos—from their BlackBerry smartphones to registered printers in their enterprises' networks. For even more on-the-go printing options, HP ePrint is available at participating public print locations in hotels, airports, coffee shops, and more.

This leap forward with cloud printing not only allows you to print from any mobile device, but is also an engine of productivity and innovation for forward-thinking enterprises around the globe.