

## MARKET INSIGHT | MPS IN THE CLOUD

**Managed Print Solutions is no longer about the device and it's upkeep it's about a complete document management solution. These days, that means getting into the cloud, software and security.**

The digital revolution continues to evolve the ways in which we do business. In today's ever expanding, super connected workplace, faster, smarter and more efficient systems are here to stay. With a constantly evolving technological workplace new quickly becomes old allowing big business little time to take stay ahead of the game. For those struggling to keep pace, it's time to buckle up. With a global movement in 'bring your own device' (BYOD), advancements in IT solutions and the growth of cloud based services, Managed Print Services (MPS) in the workplace has never experienced such rapid growth.

The good news is, with these new technologies and rapid advancements come huge opportunities. In MPS our highly mobile and distributed workforce is enjoying a technological Renaissance in which IT service delivery is migrating away from traditional, premise-based work environments to become virtual. Virtualisation, automation and advanced open architecture systems are creating new IT delivery models that enable new cloud based services that are flexible, scalable and secure. In simple terms, the arrival of MPS in the cloud has opened the business worlds eyes to a better way of doing business.

### Challenging times require blue sky solutions.

According to Louella Fernandes and Clive Longbottom<sup>1</sup>, despite all the advancements of the digital age, businesses often stay stuck in their ways and are addicted to printing with the majority of organisations indicating that print based solutions are vital to the operation of their business. Many struggle to maintain ever expanding print environments that have grown beyond their control. With fleets of printers and complex networks of different devices from different manufacturers the technical and practical logistics can quickly become overwhelming. To add further complexity to the scenario, ownership is often divided up across multiple workgroups, departments or locations. Without centralised print management systems it becomes almost impossible to track print usage across every user and device within an organisation.

This is a typical business scenario and one that poses major challenges in the effective longterm management of costs, supplies and the burden of responsibility on IT departments to keep the systems operational whilst avoiding business downtime.

So how do businesses move beyond this aging model in a way that delivers a reliable, effective, high quality MPS service to a very demanding user base?

## Introducing MPS in the cloud.

MPS in the cloud is a game changer. The technology enables a virtual print infrastructure that operates like a traditional MPS, except that all the resource heavy operations can be hosted off-site. Now, instead of having to purchase and manage multiple printers, MFP hardware, print servers and complex print management systems, businesses can tap into virtual resources as part of a more efficient and cost effective outsourced MPS model.

Print servers can now be accessed and managed via the cloud and hosted on a closed virtual private network, ensuring greater data security and flexibility. This system simplifies print management and significantly reduces the overhead of managing extensive devices across multiple print servers that consume excessive materials, bandwidth and energy. MPS via the cloud reduces both cost and lowers the burden of administering multi-layered print management for already stretched IT resources. And, because the services are in the cloud, they can be rapidly scaled to meet demand. Cloud based infrastructure can easily adapt to ever the changing requirements of big business. The potential for incorporating new technology solutions that encompass security, mobility and document workflow have never been easier.

### Benefits of MPS in the cloud:

- Reduced expenditure and running costs
- Greater efficiency with significantly reduced downtime
- Reduced load on IT staff
- Guaranteed service levels
- Greater clarity and control of resources
- Access to ever improving technical advancements
- Energy efficiencies and reduced environmental impact

The cloud is certainly a ground breaking evolution in Managed Print Services and fast becoming the most viable longterm solution for businesses in moving forward. By pairing the benefits of Managed Print Services and Cloud Computing, organisations can consolidate their print infrastructure resources, increase their efficiency and become more agile in how they manage their print services.

### References

- Louella Fernandes, Clive Longbottom - Managed Print Services in the Cloud Report 2014
- Oracle Next Generation Datacentre research 2010-2012