



Sales Playbook for

REAL ESTATE AND HIVE

What is Hive?

Cloud-native, fully embedded print management software for businesses that need a secure and flexible printing solution to track, control, and enable print, copy, and scan.

Why it works well in Real Estate:

- Gain insight to reduce cost
- Track print/copy by the user to chargeback to the agent
- Reduce the burden on limited IT resources
- Allow users to print from BYOD devices without direct IT contact
- Protect client and employee data

96% of Realtors agreed that using a mobile device to access housing data saves valuable time during the workday.

REDUCE COST

Gain visibility of users' behavior, making it easy to implement options that reduce waste. For example, avoid print jobs going in the bin by enabling one of many Secure Print Release methods. In addition, boast eco-friendly policies to use less paper, save on toner, and make sustainable habits.



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.

REDUCE BURDEN

Enable printing with no hassle, technical complexities, or the need of big IT departments. Ensure reliable printing without being dependent on servers. Print quickly without any hassle from any device to any printer. Quickly enable visitors from other offices or guests to print.



Quick sign-up: Use a 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 to arrive in their inbox.

PROTECT DATA

Provide full compliance with local legislation and GDPR by protecting against breaches and ensuring 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.



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.