ACDI

+

PaperCut™ Hive

A SALES TOOL FOR PARTNERS

PaperCut Hive sales positioning guide

What to lead with

PaperCut Hive is a fully hosted SaaS solution that allows cloud-first organizations of any size, regardless of their printer brands, to easily enable and manage printing with just an internet connection.

PaperCut Hive provides value across three key areas:

▶ **Cloud Platform**: using the PaperCut cloud-first platform meets the needs of organizations who do not want to own, host, configure and maintain their own print server infrastructure with the associated costs of specialized hardware, redundancy measures and other ongoing costs including IT expertise (either in-house or outsourced).

▶ **Enablement**: PaperCut Hive assists in print enablement - that is making printing happen in the first place. It removes the complexity that comes from new ways of working (such as hybrid working) and mixed fleet environments.

▶ **Management**: Print management provides tracking of printing, scanning, copying and faxing in order to provide visibility and insights, and to reduce costs through waste control measures. And with Papercut Hive, your prospect can manage all of this from one admin console.

This sales positioning guide is a sales tool to help you to lead with the right PaperCut Hive features, handle common questions and carefully position PaperCut Hive against potential competitor strengths. So read on to learn more.

Sales positioning guide
What to lead with

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Simple

Built for all brands and platforms

► Print from any device (Windows, Mac, iOS, iPadOS, Android, Chrome, Linux), regardless of network connection (corporate, guest WiFi, home office, etc.).

► Release print from any network-connected printer using a simple mobile app, or an embedded application on modern multi-function devices.

Save time and money

► PaperCut Hive does not require specialized server infrastructure, so it'll save time and money.

► There's no need to manage complex infrastructure on site or worry about systems going down.

► The existing Windows and Mac computers and laptops used by employees form an "Edge Mesh" that takes on the role of ensuring print jobs reach the intended printer - thus fulfilling the role of a traditional print server.

Convenient printing for everyone

► Users set themselves up by clicking a link within an invitation email you or the customer initiates - either manually or after synchronizing users from Azure AD or Google Workspace.

► Print from any user device, to any printer or MFD - no matter what operating system or brand.

► Printing is made ultra-convenient with Find-Me printing and Secure Print Release. Print jobs are sent to one universal queue and held until they are released from any printer, at a time that's most convenient.

► Ideal for today's hybrid working environment. Organizations that have staff working remotely to the main office location, or from home, who want to print to the office, or to their own home printer, can have all that printing tracked and managed. You can also enable and track printing for guests and visitors in the office.

Embedded Apps for MFD touchscreens

► Embedded Apps integrate onto the MFD touchscreen for ease of access using ID card or PIN.

► Enable tracking and control of copy, scanning, and faxing activity as well as printing

► Available for the majority of **MFD brands**.

Centralized management of everyday scanning

► Integrated scanning on **selected brands** with Full Embedded Apps.

► Scan to multiple cloud destinations and deploy scan actions across multiple devices for consistent user experience.

► Capture additional data on scanned documents to assist in the process of onboarding these documents into other systems such as document management systems.

► Scanning automations can take this information entered by users and automatically use it to name a file, set an email subject, create a folder, or a subfolder.

► Scan compression is done in the cloud even if the MFD itself doesn't do compression.

► Cloud document processing technology turns raw scans into useful, text searchable documents in the PDF/A format (ISO - standardized PDF compression version) using OCR (Optical Character Recognition). Additional charges apply for the OCR add-on.

Easy admin experience

► Your customer can get started with PaperCut Hive by simply creating their organization account online using an activation code that you email to them.

► The rest of the set up is done by you with the option for customers to do it themselves. This super simple set up process includes auto printer discovery and printer apps that deploy with a "one-click" install.

► Print a customizable printer ID label with a QR code and attach it to the printers to easily enable guests to request printing access.

► The intuitive IT admin online dashboard makes it simple to enable features that deliver value and savings to the business, e.g. turning on black & white and/or double-sided printing simply by toggling on a switch and setting up pre-configured scan workflows (for enabled brands).

Simple to... = sell, + manage, + & support

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🔑 Secure

Keep sensitive data secure

With PaperCut Hive, data is protected before, during, and after hitting 'print.'

▶ Before printing, access control rules can be established to limit who can print and when.

▶ During printing, jobs stay local and secure within the Edge Mesh until the owner authenticates at the printer.

▶ After printing, watermarking and digital signatures can ensure every job can be traced back to its origin.

▶ For printing within the customer's local network, print jobs stay local. This optimizes both printing speed and security because print jobs are not traveling over the internet before being printed.

▶ Printing from outside the customer's local network (such as from a café or another office) via the Cloud Node is the only scenario where the whole print job (the document and its metadata), leaves the local network and travels via the cloud to the MFD. But, rest assured, the job is 3-tier encrypted from start to finish.

Protect against security breaches

▶ Every laptop, phone, desktop, or server that forms the Edge Mesh is authenticated. Explicit authorization is required every step of the print journey.

▶ This minimizes the risk of a security breach from inside or outside the print network.

End to end encryption

▶ Documents are always encrypted, whether in-transit or at rest, using multi-part encryption keys (3-tier encryption).

Multiple secure release options

▶ Flexible authentication methods such as mobile app, access code (PIN), or ID card.

▶ Reduce the risk of users leaving unattended jobs in an output tray.

▶ Full audit of all print, copy, scan, and fax outputs.

▶ Authenticate users at the MFD to allow access to the built-in MFD functions - e.g. copying, scanning, or faxing.

▶ You can choose to enable Secure Print Release for some users and allow others to print directly to the printers. This is great for home users who print directly to their own printers and when you want to track that usage for reimbursement.

▶ All printing can be tracked regardless of print release method.

🌲 Sustainable

Responsible printing

Reduce waste and create responsible print behaviors by automatically nudging users toward thoughtful print options.

▶ Pop-up messages on the mobile app and MFD screens promote double-sided printing or automatically convert color to B&W.

▶ Set a percentage of jobs to receive automatic reminders, so users don't become complacent in clicking 'next'.

▶ Eliminate wasted print jobs (and money) with Secure Print Release at printers and MFDs.

▶ Customers can also join the PaperCut Grows tree planting program to make their print impact Forest Positive (additional charges apply).

Gain insights to drive change

▶ Built-in reports are available including largest print users and printer and user activity summaries. Reports can also be downloaded as CSV files for further analysis. Additional reporting features such as PDF downloads and scheduled reports are an active roadmap item.

▶ Data and Analytics add-ons are also available to connect your print data to external reporting tools, allowing you to design and consume data in the way their organizations require it.

▶ Insights are displayed in a variety of formats. There's plenty to explore, whether you're interested in seeing usage trends over time, environmental impact, toner forecast, or simply a table of print activity.

▶ Actively track your Eco Rating, security score, and usability measure to help identify areas for improvement.

Handling common **questions**

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Receive this **question**	Give this **answer**
Why do I have to install software locally to make a cloud system work?	**A modern print management solution will ALWAYS be a hybrid of cloud and local interconnectivity.** Printers are physical hardware and they need to be located in the workplace. That's pretty much non-negotiable. Imagine Amazon Alexa and Google Assistant. Well, PaperCut Hive is just like that. It leverages the power and benefits of the cloud in combination with on-premises hardware. PaperCut Hive is designed to work with any model of printer, whether they support cloud or not. And using IoT technology with locally installed software is the way to make that happen. PaperCut Hive uses this approach to allow your documents to remain local, which makes a lot of sense when the printer you want to print to is only meters away from your desk. There's another major benefit of this approach… **Modern IoT solutions leverage edge computing to improve availability, security and performance.** The cloud is utilised for administration with core functionality delivered from the local network.By not relying solely on the cloud to deliver the print service, we can ensure that users can print even when the internet is down..
Is having end user laptops processing print jobs for other users going to cause performance issues, particularly for large print jobs?	**The short answer is no, the resource overhead is minimal and unnoticeable by the user.** The longer answer is still no, and here's why . . . **The Edge Mesh technology behind PaperCut Hive provides you flexibility in regards to print job processing.** Here are three scenarios: 1. Yes, laptops can be a node, but you can also select a dedicated 'always on' computer as a super node, which could be a good choice for large print jobs. A super node doesn't mean a specialized, high-cost server. It is an always-on computer, and can be a Mac or a PC. 2. The cloud can be a node by using the Cloud Node. 3. This one's for the near future. PaperCut's vision is that MFDs will become super nodes. The out-of-the-box configuration is designed to leverage all of these components and behaviors to ensure there's no single point of failure in the system. Admins are empowered to change the way the Mesh is configured if there is a preference for one model over another. So for example, jobs being processed centrally on a cluster of nodes as opposed to a single super node.
Does the print job go to the cloud, then come back to the MFD to print?	**The default setting is for print jobs to stay local.** The only time print jobs travel to the cloud is when the Cloud Node is enabled. When the cloud node is enabled, the whole print job (the document and its metadata) leaves the local network and travels via the cloud to the MFD. In this instance, the user securely releases the print job when they arrive at their workplace. Note that by default, the cloud node is **not** enabled.

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Why do I have to have a super node, I thought I could get rid of servers with PaperCut Hive?	**With PaperCut Hive, there is no need for specialized server infrastructure on your own premises.** The existing Windows and Mac computers and laptops used by employees take on the role of ensuring print jobs reach the intended printer by forming an "Edge Mesh". In some situations it may be necessary to keep a computer on all the time, especially if sometimes there are no end-user computers in the office, or the users and printers are connected to different networks. In this case, it is recommended to promote an edge node to a super node. This "super node" computer doesn't need to be a specialized, high cost server though. It is an always-on computer, and can be a Mac or a PC, so you are still able to reduce your operational costs. A good example of a super node is the machine that is used at the reception desk or the machine that is used for building security. It's always switched on, and it's always connected to the network because it has other important jobs to do, too!
We have a mix of operating systems, laptop and MFD brands. How does PaperCut Hive stack up in terms of compatibility?	**PaperCut Hive is the most compatible cloud-first print management solution.** Users can be confident that no matter their printer or MFD brand, the device they are printing from and its operating system, PaperCut Hive will print. Embedded software integrates directly onto the MFD touchscreen and allows end-users to walk up and release their print job directly from the device touchscreen. Embedded software is available for the majority of MFD brands. **Check compatibility here**.
Can my users access the specialized features of our MFDs such as tray selection and finishing features such as folding, stapling and booklets?	**Yes, they can.** PaperCut Hive's Global Print Driver and the default PaperCut Printer queue enables users to print to any device with the typical options they require such as one or two sided, and color or black and white. When users require advanced MFD functionality such as tray selection, booklets, stapling, or folding, you can create and automatically deploy up to four additional Find-Me print queues. These can use any Windows or MacOS driver required to support any brand's advanced hardware finishing options. Learn more about deploying manufacturer drivers **here**.
Do my users have to install a mobile app in the setup process? I don't want them to use the mobile release app. **I don't want the hassle of managing BYOD mobile devices.**	**No, users don't have to download the mobile app if you opt to use a lite or full embedded app.** Your users can opt to instead use either a PIN code on the MFD touchscreen or a swipe card (if a card reader is attached to the MFD). Lite or full embedded apps are available on the majority of printer brands. **Check compatibility here**. Though the email invitation that the user receives to set up their printing will instruct them to download the mobile app, you can inform them to ignore this if your organization is using a full or lite embedded app.
What happens if my users don't all have ID Cards or Mobile Phones?	**PaperCut Hive has multiple methods of authentication.** So if your user doesn't have an ID card, they can use their mobile phone. If they don't have a mobile phone, they can use Lite Release or the Full Embedded app to access print jobs via a unique PIN code or a card swipe.

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How do I know I've configured the system correctly?	**PaperCut have set up PaperCut Hive to give you an insight into how secure, how efficient and how easy to use your system is.** So for instance, by enabling, disabling, and changing configuration settings, you can see your Security, Eco Rating, and Usability scores change in front of your eyes - giving you confidence that you've set your system up securely while providing usability to your users.
Do I need great bandwidth to manage all this cloud printing?	**Not at all. The Edge Mesh means that your print data is actually kept local to your network. Unless the cloud node is enabled, only print metadata, such as the number of pages, who has printed the document etc, is sent up to the cloud.** The Edge Mesh also ensures that your users can print even when the internet is down using the "print offline" feature.
Can I sync with my on-prem Active Directory or cloud directories?	**You can continue to use your on-prem Active Directory in conjunction with PaperCut Hive but it will require a manual sync of users.** You can automatically sync with both Microsoft Azure AD or Google Workspace via an Add-on. During set-up you can automatically invite/sync all users or a selected group of users. After the initial set-up, everything is fully automated so that every time a user is added they will be automatically added to PaperCut Hive and invited to set up printing. Likewise, when a user is removed, printing will be automatically deactivated and they will be removed from PaperCut Hive.
I'm worried that using static QR codes undermines the security of my system - people can easily scan it from anywhere, not even at the printer.	**Static QR codes are not the only release option for the Mobile Release App. The app also supports other release options, such as selecting the job from a list in the app, entering a code, or using an NFC reader.** Static QR codes are a great way of setting up secure print release on printers quickly. They're ideal for those that don't support embedded functionality. For devices that can support embedded you can consider the Lite Release or Full Embedded apps, which are available for the majority of MFD brands.
Data Sovereignty is important to my business. Can you offer me a choice of where my data is hosted?	**Yes, we can.** When placing an order, you are able to choose a specific regional data center location, which is super handy for compliance, and peace of mind. Regional data center choices are: **United Kingdom, United States, European Union and Australia.** Note that some services and components that PaperCut Hive uses are not regionalized. All details are listed on our website **here**.

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I want to secure and track my users' printing whether they're at home or working from the office. Will PaperCut Hive do that for me?	**Yes. PaperCut Hive supports hybrid workers by tracking all print queues on a user's device through the Track Direct Print Jobs feature.** This provides full print visibility regardless of print release method. It will track not only securely released jobs but also documents printed directly to the printers. So, printing from work laptops directly to personal home printers can be tracked. You can also track printing from users who print frequently to a printer sitting next to them where it is inefficient for them to use Secure Print Release for every print job. Tracking printing to home printers allows you to comply with audits and also reimburse employees for home printing expenses.
I have 300 devices and want to go cloud. Will PaperCut Hive work?	**PaperCut Hive is essentially limitless in its scalability. The Edge Mesh is auto scaling, so the more nodes you add, the more powerful and resilient it will become.** In practical terms, it's capable of supporting the same type of numbers that PaperCut MF supports today e.g. 5000 active devices. We first need to understand your needs in relation to print management but so long as the PaperCut Hive feature set meets your needs then yes, it will certainly work for your device numbers.
Why does it seem like I am paying more when I buy a cloud print management solution, rather than a self-hosted solution?	**Traditional (on premises or self-hosted) print management requires installing the print management software onto one or more computers with the 'Print Server' role.** The software requires functionality provided by the server operating system, such as Microsoft Point-and-Print on a Windows Print server. Additional servers may be required for other roles such as hosting the application database externally, and for other special services. Such servers typically require expertise to set up and manage, and often require specialized computer hardware, redundancy measures and other ongoing costs which typically include: • Uninterruptible Power Supply (UPS) • Server-grade managed network switches • Monitoring hardware and software • Server-grade hard disk arrays • Monitored climate control If you are self-hosting these servers in a private data center you will also have data center rental charges. If hosting on other cloud platforms such as Amazon Web Services, additional charges for data transfer, CPU computation hours, memory allocation, and storage may apply. These costs - hardware, software, rental and expertise - are not a factor with cloud print Software as a Service (SaaS) solutions. It is important to discuss these savings with any customer who may be weighing SaaS against self-hosted options.

Handling common **questions**

Receive this **question**	Give this **answer**
What security methods are used to secure documents at rest and in transit?	**PaperCut Hive protects your documents before, during, and after printing.** When a print job is replicated into the Edge Mesh, it's always encrypted. At rest, such as stored on disk, spool files are always protected with a multi-part key. In-transit (e.g. during print submission) print jobs are always encrypted. Let's not forget the communication with the cloud, which is also encrypted. The benefit of all of this is that documents are protected at every stage without compromising the end-user perception of performance or function.

Be mindful when positioning

Where is your prospect on their cloud journey?

▶ **Are they already using other public cloud Software-as-a-Service offerings?**
Discover if your prospect has already removed some of their on-premise servers to make use of public cloud tools such as Sales Force, Hubspot, Office 365, Google Workspace. Once your prospects have started on this journey, they are more likely to look for a similar experience with their printing.

▶ **Are they already using private cloud services such as Microsoft Azure, Amazon Web Services, or Google Cloud?**
These prospects may be managing their own private cloud instances or have other external companies do it for them. In these scenarios, PaperCut MF hosted in their own private cloud may also be an option.

▶ **Are they just starting to consider the cloud?**
Maybe they are researching how to run different processes and systems without a server and capitalize on the power of the cloud. Their top priority will still be to make printing work for everyone and your opportunity is to advise the solutions you can offer.

Does your customer have some special feature needs?

▶ If your prospective customer has a requirement for Client Billing, Shared Accounts, or Quotas, PaperCut MF is the product you should propose.

▶ PaperCut MF can be set up in a self-hosted private cloud, if no on-premise server exists.

Don't forget the value that YOU bring

▶ **One vendor**
When your prospect buys a print solution from you they get one vendor for all their needs

▶ **Support**
As one of PaperCut's global network of resellers, you provide tailored and localized support to your customers. And you're also backed by a global network of PaperCut Authorized Partners and PaperCut's own regional support teams.

▶ **Quick sales cycle and set up**
PaperCut Hive is quick and easy to sell because it is not tied to your prospect's existing infrastructure and does not require the commissioning of infrastructure that in the past may have slowed down your sales cycle and the initial set up process.

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