



## I D C A N A L Y S T C O N N E C T I O N



**Keith Kmetz**  
Program Vice President

### How Mobility and Security Requirements Are Changing the Print Market

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*Mobile technology is having a consequential impact on support and infrastructure acquisition strategies for printers and MFPs, particularly in the midsize market (500–999 employees). IDC has observed that this mobility trend requires midsize and large organizations to employ new approaches to address the challenges brought about by a mobile workplace.*

The following questions were posed by Brother to Keith Kmetz, program vice president of IDC's Imaging, Printing, & Document Solutions research, on behalf of Brother's midmarket business customers.

**Q. How do you see the shift to mobile impacting the acquisition and deployment and use of office equipment in the midmarket?**

A. Since office workers are traveling more often and/or increasingly working remotely on a daily basis, work is no longer relegated to just what can be done within the confines of the traditional office. Instead, office workers are increasingly relying on their mobile devices to view business content and to share such information with coworkers and customers. The fact is that the mobile device enables the office worker to be more productive and get more work done while on the go. The ability to work "anytime, anywhere" is demanded in today's business climate.

Part of this work scenario includes printing as well as capture. Thus, it is increasingly critical for all IT technologies that an organization uses, including printers and MFPs, to incorporate mobile support to best empower workers. This isn't limited to just larger enterprises that may have a greater range of IT resources; companies of all sizes would benefit from these easy-to-implement capabilities to be competitive in their marketplace.

**Q. What strategies should midsize to large organizations consider to proactively address some of the changes brought about by this shift?**

A. First of all, companies need to recognize that print is part of the mobile IT solution. We have observed several instances where print still may not have the organization's top-of-mind awareness when it comes to IT decision making. However, IDC believes that even in this emerging mobile computing paradigm, workers still expect to create, capture, share, and print business documents as an essential component for completing their work. As a result, if organizations are using printer and MFP devices that are not equipped to support working with mobile devices, their employees will be hamstrung and limited in getting their work done. Leading-edge organizations are making sure that their printing assets integrate this expected capability.

Since mobility is an evolving area, companies should begin a conversation with their technology solution provider about how mobile printing could be best implemented. IDC has witnessed many new developments in mobile technologies (printing and scanning); the broad availability, ease of implementation, and ease of use of mobile solutions might genuinely surprise you. There's a lot to learn, but more importantly, there's a lot of benefit available for organizations that move in this direction, particularly around getting work done faster and elevating both the customer experience and employee satisfaction.

**Q. To what extent do you believe security concerns are also impacting this area?**

A. Print security and mobility go hand in hand. The broader access to technology and printing functionality enabled by mobility has made security a more critical area of need for today's market. Organizations must diligently ensure that sensitive company information is accessible only to authorized personnel.

Companies are as susceptible to damaging security breaches as their most vulnerable point of entry. Print, often overlooked, has many different points of exposure that are of great concern to companies of all sizes, including:

- Lack of insight into who is using the printing infrastructure and how it is being used
- Confidential documents sent to and from the device, including paper documents sitting in an output tray for an undetermined amount of time or scanned documents intercepted during or after transmission
- Network connections and fax ports on a networked printer or MFP
- Device's memory and hard drive
- Not having an appropriate end-of-life plan for printers and MFPs to be removed from use and replaced with newer devices offering the latest security features

If the print environment is not secured, then the company's entire IT infrastructure is unsecured.

**Q. How do you see regulatory and compliance issues (in regard to privacy and data handling) also impacting this area?**

A. Several document-intensive and regulated industries rely on documents as the lifeblood of their organizational infrastructure. Not surprisingly, the volume and importance of this information often make it highly sensitive in nature. As such, industries such as healthcare (HIPAA), financial (Sarbanes-Oxley) and education (FERPA) are policed by industry-mandated regulatory compliance standards that are strictly enforced.

It's bad enough to experience a security breach, but if the organization is found to be noncompliant with that industry's mandated security regulations, it will face severe penalties that could be devastating or even fatal to its future. These penalties could include heavy fines, high costs to correct the incident, and harm to the company's reputation.

**Q. How are these trends impacting device deployments in key vertical markets such as healthcare, education, retail, and government? Are these verticals being impacted at different rates in different ways?**

A. The well-entrenched belief of these markets is that security is of critical importance to all participating organizations. As such, recent IDC research has reaffirmed that security features have a strong influence on the buying criteria for print-related acquisitions. This is

especially important within document-dependent markets such as healthcare, financial, and education. IDC has also observed several benefits being gained from a focus on security for device deployments, including an obvious reduction of security risks, along with an audit trail of activity and gained efficiencies through improved print and capture device management.

Customers making device buying decisions should be sure that the essential security features are available on the equipment they want to procure. On the other hand, dealers and resellers can use the heightened customer awareness of device security and its importance to ensure compliance to actively sell such features to win business opportunities with current and new customers.

#### ABOUT THIS ANALYST

*Keith Kmetz is the program vice president of IDC's Imaging, Printing, & Document Solutions programs. He is responsible for all written research in these areas, including analysis on the copier, printer, and multifunction peripheral (MFP) markets as well as related hardcopy software/services developments.*

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