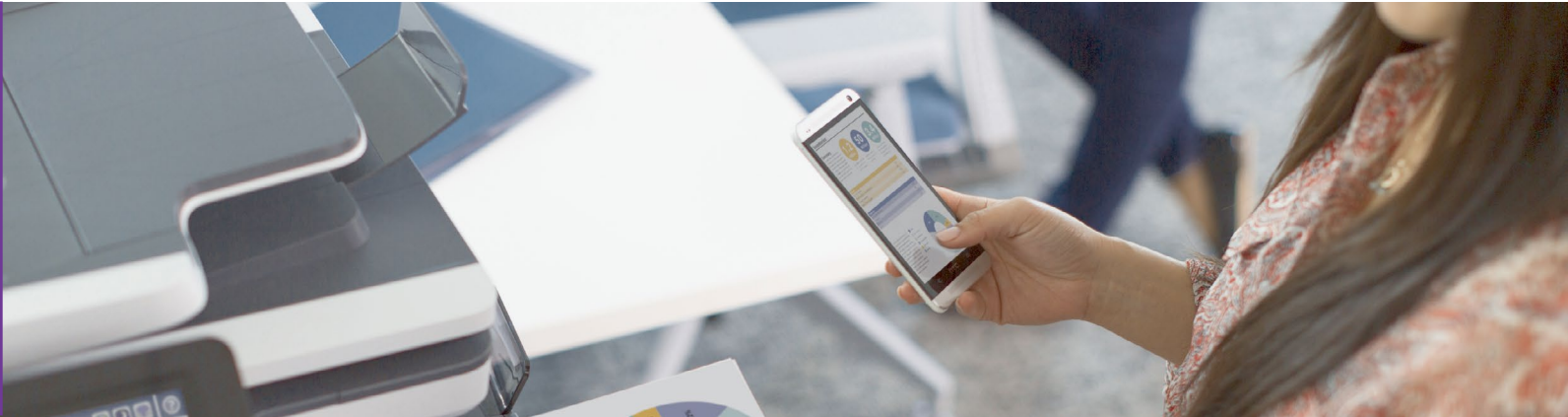


Unsecured Printers: The Unknown Business Liability

Fast, secure, cost-effective printing is here



Printer Security Breaches Are Real

Typical multi-function printers have security holes that can be easily exploited.

- Unguarded BIOS and firmware
- Exploitable control panels
- Open ports, weak password protection
- Documents with sensitive data left sitting in the output tray

The results of a printer security breach can be disastrous.

Time and resource-challenged IT managers will appreciate the important advantages of our partnership with HP, Inc. for HP PageWide printers that increase both productivity and security.

- Faster performance than any other color multi-function printers in their class
- Lowest cost of ownership with minimum environmental impact
- HP printer technology is among the most secure in the industry
- Advanced anti-intrusion features that keeps crucial business data safe
- Best-in-class energy efficiency lowers operating costs

HP PageWide printers boost productivity, help manage IT costs, and lessen security risks for small and medium businesses. And they come equipped with powerful HP JetAdvantage workflow and print management solutions to help streamline

crucial business processes and get more done faster. The HP PageWide family is available in a range of models so IT managers can choose the perfect fit for small-to-medium-size business:

- **HP PageWide Enterprise Series**— Cost saving print-only and multi-function printers deliver the ultimate in value, security and speed. Designed to support work teams of 5–15 people printing up to 7,500 pages per month, with speeds up to 70 pages per minute and robust Ethernet and wireless networking options.
- **HP PageWide Pro Series**— Energy-efficient print-only and multi-function printers offering strong security, the lowest total cost of ownership, and fastest speeds in their class. Built for business teams of 5–15 people printing up to 6,000 pages per month. Prints up to 70 pages per minute with capabilities for Ethernet and wireless networking.



¹TCO comparison based on 90,000 pages for PageWide Pro and 150,000 pages for PageWide Enterprise; manufacturers' published specs for page yields and energy use; MSRP for hardware and supplies; and cost per page based on ISO yield with continuous printing in default mode with highest-capacity cartridges. Comparisons are to color business printers and MFPs \$300–\$1000 as of Sept 2015 and color business A4 MFPs \$500–\$3000 as of Nov. 2015, excluding products with 1% or lower market share as reported by IDC as of Q3 2015. More at hp.com/go/learnaboutsupplies.

²For speed comparisons, see hp.com/go/printerspeeds.

³Best-in-class security: Best-in-class security claim based on HP review of published embedded security features of competitive in-class Pro printers as of January 2016. Learn more at hp.com/go/printersecurityclaims

⁴Energy claim based on TEC data reported on energystar.gov. Data normalized to determine energy efficiency of majority of in-class business printers \$300–\$800 USD and MFPs \$400–\$1,000 USD as of November 2015; market share as reported by IDC as of Q3 2015. Actual results may vary. Learn more at hp.com/go/pagewideclaims.

More Security. Lower Risk.

Network printers have become an easy target for hackers. More than half of IT managers surveyed admit their printers are vulnerable to attack. That's because the average multi-function printer has numerous security flaws that invite entry by hackers and data thieves.

- Weak user authentication protocols
- Uninstalled security updates
- Unsecured TCP and UDP ports
- Non-erased hard drives on discarded printers
- Printouts of confidential data left sitting in paper trays

If For most SMBs, even a single security breach could be devastating to their business.

HP PageView printers using FutureSmart combined with the comprehensive collection of HP JetAdvantage solutions and services ensure an extremely high level of protection for all of a company's HP print devices:

- Continuous updating of existing printers with the latest security technologies
- Run-time intrusion detection: Constant monitoring of firmware and memory, automatic rebooting when anomalies are detected

- Self-healing: Constant scanning for malware attacks on BIOS, restores if corrupted
- Whitelisting: Checks firmware at startup to ensure that it's authentic HP code

Increased Productivity. Lessened Cost.

Printers that consume excessive resources are liabilities for any business. The costs of a poorly managed, ink or energy-hungry printer can harm your profitability. A business of any size requires advanced printing solutions with fast speeds, affordable color printing, and low cost of ownership.

The HP PageWide family of printers provides the lowest in-class energy consumption and total cost of ownership, especially when compared to laser models.

PageWide technology

- Moves only the paper under a page-wide, stationary printhead
- Overcomes trade-offs between quality and speed of traditional inkjet printers

PageView print bar

- Faster, because it prints across any width in a single pass
- Fewer moving parts means more durable, longer lasting service

Energy efficient features

- Printers that use HP PageWide Technology consume less than 0.6 kilowatt hour (kWh) per week

A more sustainable business

- Decreases carbon footprint by up to 55% per printer⁷
- Uses up to 84% less energy than comparable printers⁷
- Generates up to 90% less in supplies and packaging waste⁷

Proactive IT Solutions with a Smile

Since 1983, our team at RetroFit, a HP Inc. silver partner, has specialized in offering premier technology solutions. Our customers have come to depend on us as a leading Managed Services Provider specializing in proactive Infrastructure Monitoring and Management, Back-up and Disaster Recovery, Onsite Support and Maintenance, as well as Hardware Procurement. When you're considering additions or improvements to your IT infrastructure, talk to us first. You can rely on our decades of experience serving the IT needs of growing businesses.



Contact our team at (800) 966-2222 to learn how HP PageWide printers can help you create a strong and secure printer fleet.

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⁵Ponemon Institute, Annual Global IT Security Benchmark Tracking Study," March 2015

⁶For HP Officejet Pro X576dw MFP, Typical Electricity Consumption (TEC) number: 0.60 kWh/Week

⁷<http://www8.hp.com/us/en/hp-information/environment/PageWidePrinters.html>

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