# Total Print Management: Optimizing your Print Environment

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Print Appliance Category Manager Hewlett-Packard





# HP WORLD 2003 Solutions and Technology Conference & Expo

# **Agenda**

- Total Print Management Vision
- Print Infrastructure Design
- Driver Management
- Alerts Best Practices
- Cache Best Practices
- Leveraging Print Server Appliances
  - Authentication and Authorization
  - Web Jetadmin Device Management
- Success Stories
- Next Steps
- Resources



# **Industry watchers say...**

"Printing can consume up to fifteen percent of a company's annual revenue."
-Gartner Group

"Companies can lower their printing costs by up to thirty percent."

-IDC

"Forty-seven percent of calls to our help desk are printer related."

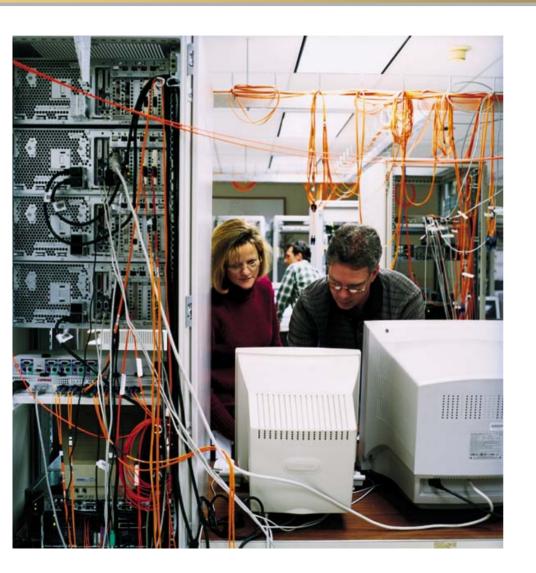
-IS Manager, Merck

"Ninety percent of all companies do not track printing costs."
-Buyer's Laboratory

"IT spends 15% of their time on printing related issues"

### Common Challenges Managing PrintING





Printer Driver Problems

- Adds, moves, changes (printers, servers, OS)
- nterrupts to business productivity (trouble calls)
- Not being able to "see" the complete printing system through one management



### Impact on employees



How much time do your employees spend on printing versus doing their real work?

#### Less real work gets done

- knowledge workers waste between 15–20% of their time engaged in non-productive publishing activities (A.T. Kearney)
- the average manager spends
   3 hours per week looking for lost documents

(The Myth of the Paperless Office )

 saving 10 minutes per day for a \$50,000 employee results in \$830,000 saved per year for every 1,000 workers (HP analysis)



# **Output-related TCO categories**

### Cost category | Cost elements

#### **Apparent**

hardware

maintenance/support costs

consumables

Acquisition costs (lease or purchase), hardware upgrades (such as finishing products, memory, hard disks, high capacity input travs, legal travs and print servers)

Maintenance contract costs, warranty/support costs, costs of unused assets, help desk costs

Paper, toner, drum units, ink cartridges, maintenance kits

#### Hidden

network management/ administration

Infrastructure

end-user operations/lack of availability

Management of the network, network costs (allocated on a % of use), administration, asset management, installation and configuration

Planning the deployment of hard-copy devices, physical space (costs for space for equipment, property taxes, heating, cooling, energy consumption, etc.), upgrade costs

User training (training users how to use device), user-required maintenance (clearing jams, loading paper, adding toner/ink cartridges, etc.), document delivery (manipulating document before being used such as stapling, collating, etc.), human interaction (retrieving and waiting for document to be produced), installation and configuration, downtime, business cost of lack of availability, cost of using alternate hard-copy solution, cost of poor hard-copy device performance (speed, response time problems, old technology, poor print quality, reprinting, calling help desk, etc.)

License costs, support licenses, upgrades, customization of printing systems software or printenabling software

software



# **Total Print Management**



An integrated family of software, hardware and services that provide an easier way for organizations to take control of (and optimize) their entire print network and reduce costs by 10-30%

# **HP's Total Print Management**



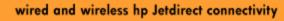


infrastructure





connectivity









hp Jetdirect connectivity card

printer/mfp's









# Why Total Print Management?



- 1. Customers want to lower Printing TCO
- 2. HP is changing from a "provider of printers" to a "partner in printing"
- 3. HP is in a unique position to enable customers with the complete print network solution
- 4. HP knows printers, we know printing applications, and our people can help you.

11/18/2003



- Optimizing performance of print servers within a network environment is primarily affected by two variables: placement within the network, and printer-user load.
- While it would be useful to have some simple equation to determine the number and deployment strategy for your printing solution, each environment is unique and will require a different balance of this solution.



#### Optimizing Print Performance

Every print environment is unique and the actual load of printers, users, and jobs that can be handled optimally will vary.

Variables that will affect actual print performance include:

- Type and size of print jobs
- Frequency of printing
- Network bandwidth
- Printer throughput
- Number of printers

#### Print Server Performance

Performance of the Print Server is ultimately a function of its throughput. Print jobs are sent to a PSA; and then forwarded onto the appropriate printer(s). The rate at which the Print Server can pass incoming print data to some destination printer is fixed.

Consider the Print Server print spooler as a funnel. Throughput of the Print Server is bounded just as the throughput of any funnel is bounded by the width of the funnel.

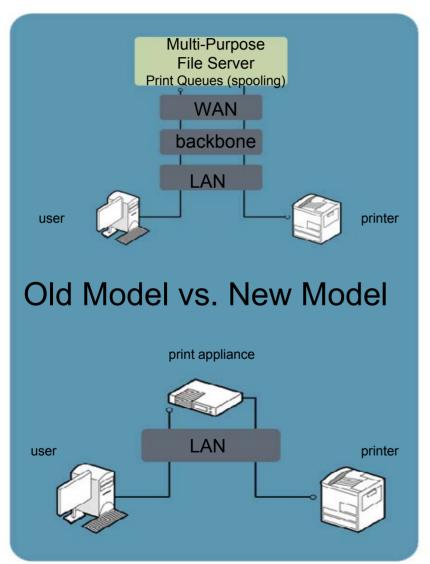
HP's Print Server Appliance 4250 provides print job reliability regardless of the print path traffic situation:

- Although the maximum throughput of the PSA is fixed, If amount of print data entering the PSA exceeds the amount of data leaving the PSA, entering data is temporarily stored.
- These print jobs are buffered within the PSA spool system until they can be printed.
- The PSA will operate smoothly at a maximum throughput but performance may not be optimal.
- To optimize performance, minimize the buffering that takes place on the PSA print spooler. Ensure that the PSA has an appropriate load or balance of printers and users based on print environment performance variables.



- For many users, a Print Server Appliance print solution will replace the function of your general print server(s),
- The PSA is deployed under a localized print model rather than the centralized print model commonly used by general purpose servers.
- Under a centralized print model:
  - all print traffic must travel to a central server and then to a given printer.
  - every print job is competing with all other network activities for bandwidth and processing time.
  - the printing functionality of your network is also more vulnerable to single point failures

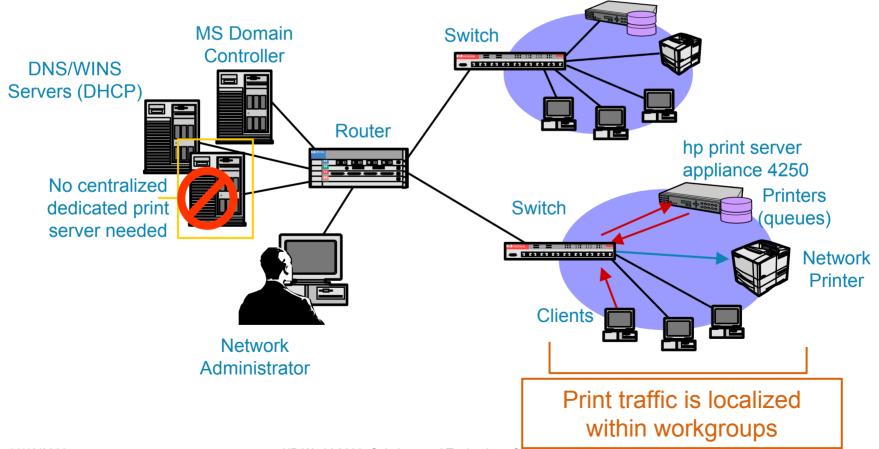




- benefits of new model:
- server downtime **not** printing downtime
- fewer help desk calls
- saves time: installation, configuration, management
- simple, one-stop diagnostics
- cost effective (1/3 the cost of generic server)
- efficient and localized print traffic management



The print appliance makes it easy to manage print services for enterprise, large, and medium networks.



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### **Alerts Best Practices**

#### Common Uses For Alerts:

- Consumable Management
  - Print administration proactive notification
- Helpdesk Confirmation
  - Eliminating the first step in troubleshooting printer problems (paper jam, paper out, toner out, etc.)
- Control Polling
  - Set polling intervals on monitored devices based on critical need
- Notification
  - Email mechanism for feed into CRM or ESM tool for tracking

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# **Cache Export Best Practices**

#### Common Uses/Views:

- Network Inventory
  - Maintain network printer inventory by network addressing
- Asset Inventory
  - Maintain inventory by name, serial number, asset tag number, etc.
- Printer Usage
  - Total and interim page total tracking for accounting purposes
- JetDirect Version Control
  - Keeping current versions for security purposes, new protocols/functionality, LPD enabled for PSA, etc.



# **Driver Management**

#### Old Model:

Driver problems are a leading call generator

Users searching for drivers

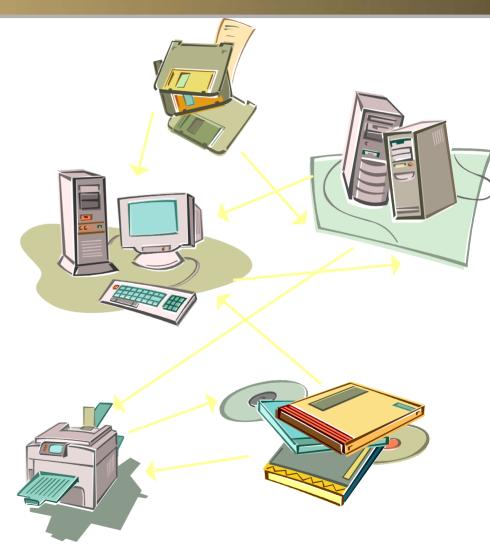
No process or repository

Drivers being updated by hand

Driver distribution by "sneaker-net" or by unsupportable custom scripts

Constant source of frustration

No way of knowing what users have





# **Driver Management**

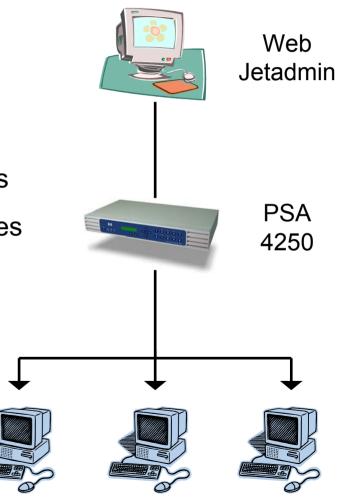
### New Model:

Users no longer concerned with drivers

One single repository

One click updates/distributes drivers to PSAs

PSAs subsequently update all client machines



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### **PSA Review**

- A state-of-the-art device for managing and monitoring printing over a network
- Improves the reliability and efficiency of the network
- Improves the reliability and efficiency of network print services
- Simplifies print job management
  - Consolidates management of print queues
  - Localizes print traffic to client sites
  - Optimizes network printing performance
  - Increases user productivity



No separate or recurring OS licensing costs



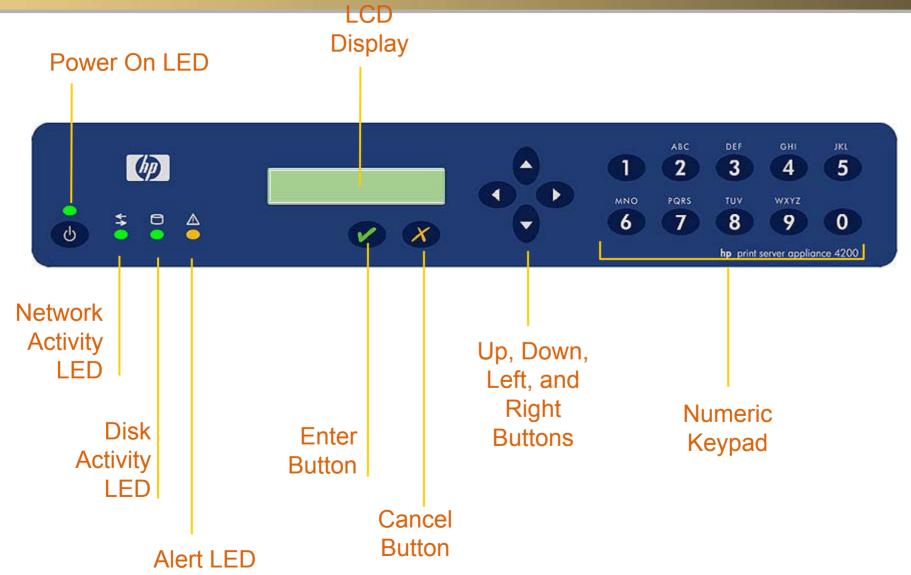
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### **Benefits Review**

- Increases file server and network performance
- Increases printing performance
- Reduces calls to the help desk
- Transparent to the user
- Easy to pre-configure at a central site
- Can be managed through a web interface
- Keeps printing traffic local to the client
- Reduces breadth of spooler failures
- Increases client control over print jobs

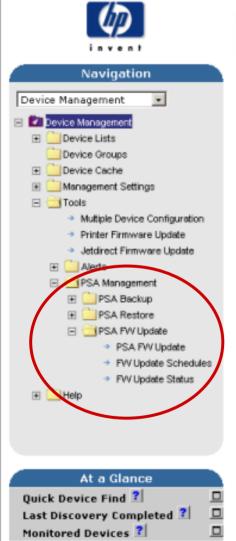
# **Control Panel Buttons and Lights**

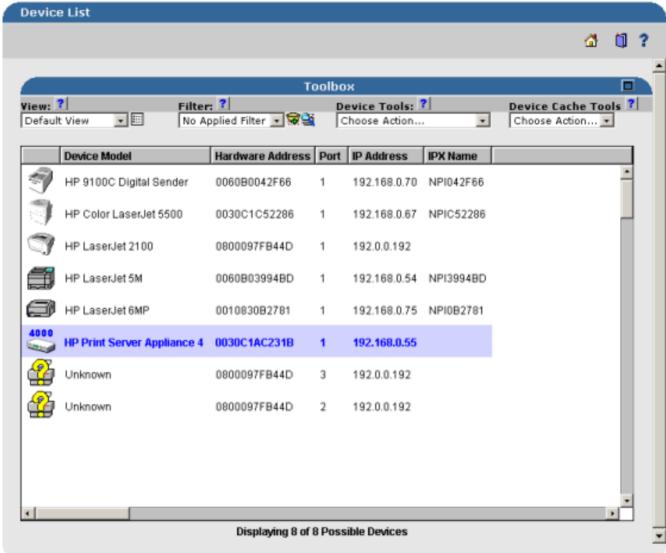






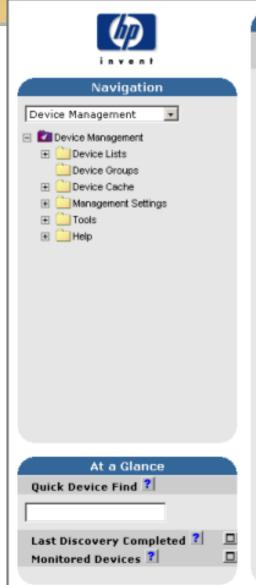
### **WJA Review**

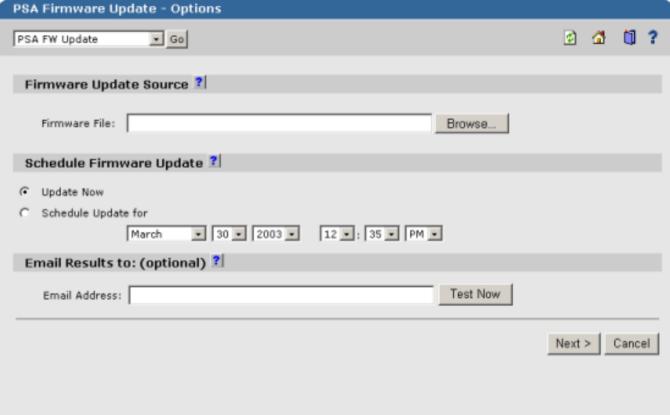




# **Firmware Update**









### **PSA 4250: New Features**

- Driver Management via WJA
- Installation & Configuration via WJA
- FW Upgrade via WJA
- Migration Tools via WJA.
- Backup/Restore via WJA
- Printer Share Management via WJA
- PSA status visible to WJA
- PSA Alerts in WJA
- Web UI and Configuration validation
- PSA SNMP Agent
- SNMP Traps from PSA
- Security
- Performance Improvements and Technology Conference & Expo

# **Authentication and Authorization Topics**



- Authentication Between Web Browser and PSA
  - PSA Administrator Accounts
  - Security Between Browser and PSA
  - Domain Security
- Authentication Between WJA and PSA
  - Administrator Accounts
     Single administrator
     Multiple administrators
    - Windows Domain Groups
  - Profiles

# **Authentication Between Web Browser and PSA**



- PSA Administrator Accounts
  - Local PSA Specific
  - Domain

**Existing MS Domain Users and Groups** 

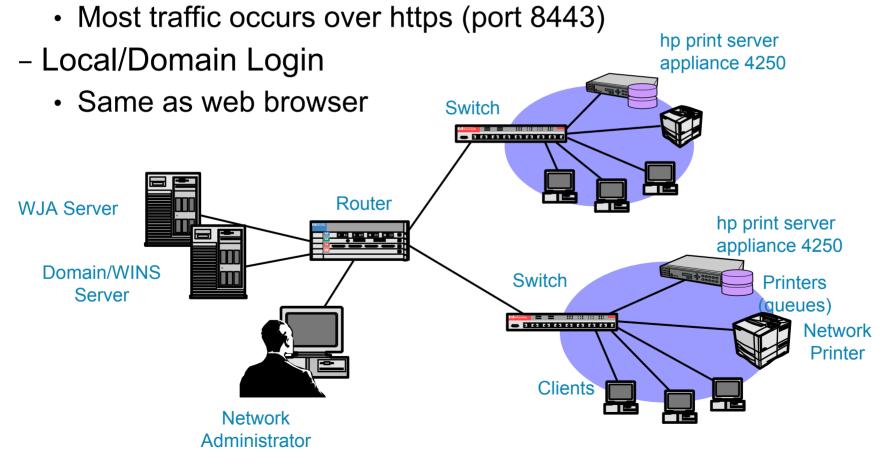


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# **Authentication Between WJA and PSA**



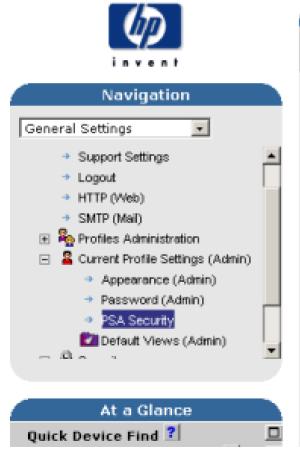
- Authenticates Same as Web Browser
- SSL

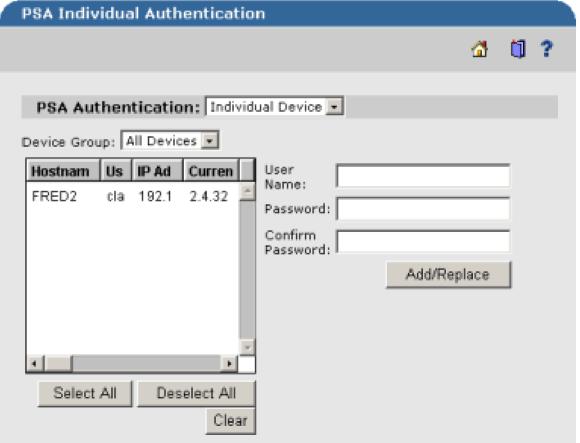




### **WJA Local Authentication**

If WJA is setup to authenticate using Profiles, individual local PSA accounts must be configured.

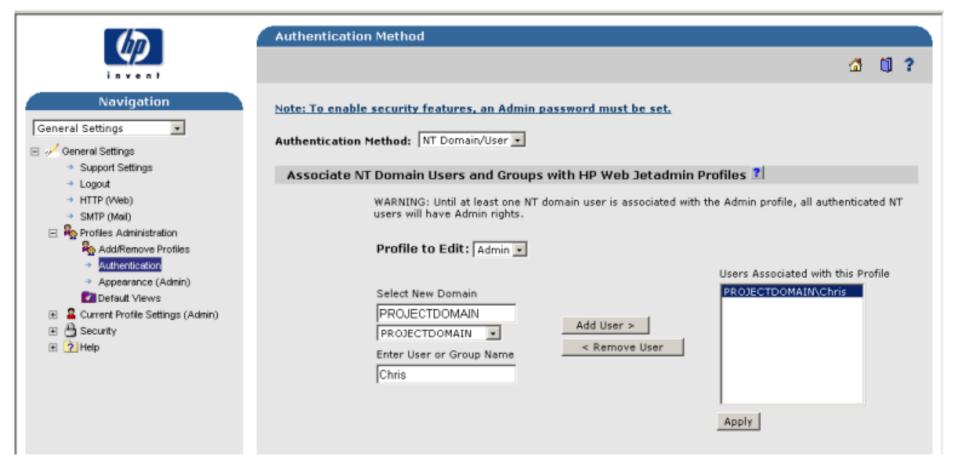






### **WJA Domain Authentication**

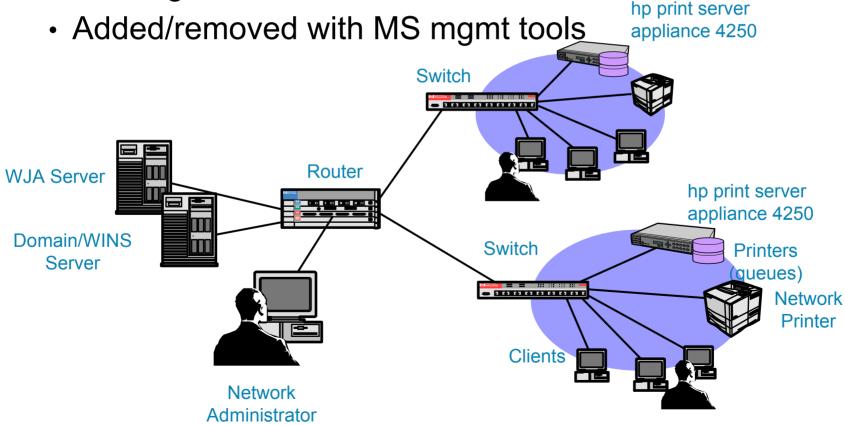
If WJA setup for domain login, the PSA will be accessed with those credentials





# **Multiple Administrators**

- Windows Domain Groups
  - Flexible configuration
  - Existing user accounts





# Log File

#### Event Log (filtered log)

<u>Timestamp</u>	<u>Level</u> <u>Type</u>	<u>ID</u>	<u>Message</u>
			Error, Oriactornimos error.
May 1 08:42:23	♠ ERR SEC	220	Authentication failed - user authentication via Microsoft networking was unsuccessful. User name: GRAHAMS-PC\Graham. Error: Undetermined error.
Apr 30 20:43:05	♠ ERR SEC	218	Authorization failed - local account. User name: randy.
Apr 30 20:42:42	1 ERR SEC	217	Authentication failed. User name: RANDY.PAVILION.PROJECTDOMAIN. Domain name: PROJECTDOMAIN.
Apr 30 20:42:01	1 ERR SEC	219	Authorization failed - domain account. User name: randy. Domain name: PROJECTDOMAIN\randy.
Apr 30 20:42:00	1 ERR SEC	219	Authorization failed - domain account. User name: randy. Domain name: PROJECTDOMAIN\randy.
Apr 30 20:41:05	1 ERR SEC	219	Authorization failed - domain account. User name: randy. Domain name: PROJECTDOMAIN\randy.
Apr 30 20:41:04	1 ERR SEC	219	Authorization failed - domain account. User name: randy. Domain name: PROJECTDOMAIN\randy.
Apr 30 20:40:07	1 ERR SEC	219	Authorization failed - domain account. User name: randy. Domain name: PROJECTDOMAIN\randy.
Apr 30 20:40:07	♠ ERR SEC	219	Authorization failed - domain account. User name: randy. Domain name: PROJECTDOMAIN\randy.
Apr 30 20:39:00	⚠ ERR SEC	219	Authorization failed - domain account. User name: randy. Domain name: PROJECTDOMAIN\randy. <i>This message was repeated 4 times</i> .

# **PSA Features Available in WJA**



- Migration Tools
- PSA status visible to WJA
- Installation & Configuration
- Printer Share Management
- Driver Management
- FW Upgrade
- Backup/Restore

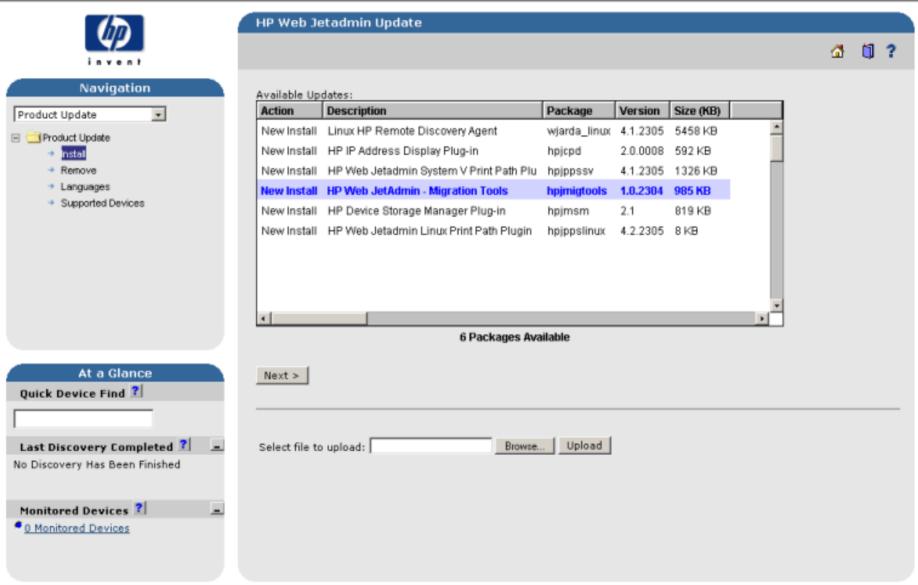
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# **WJA Plug-in**

- Configure, manage and monitor PSA4250, PSA4200 and JD4000
- Automated migration of printers from Microsoft Windows servers
- Automated migration of existing printer connections on Microsoft Windows clients
- Auto-discovery of print server appliances
- Batch configuration of settings
- Remote print path creation
- Remote print driver management
- Central device status reporting
- Scheduled batch firmware upgrades
- Scheduled backup/restore

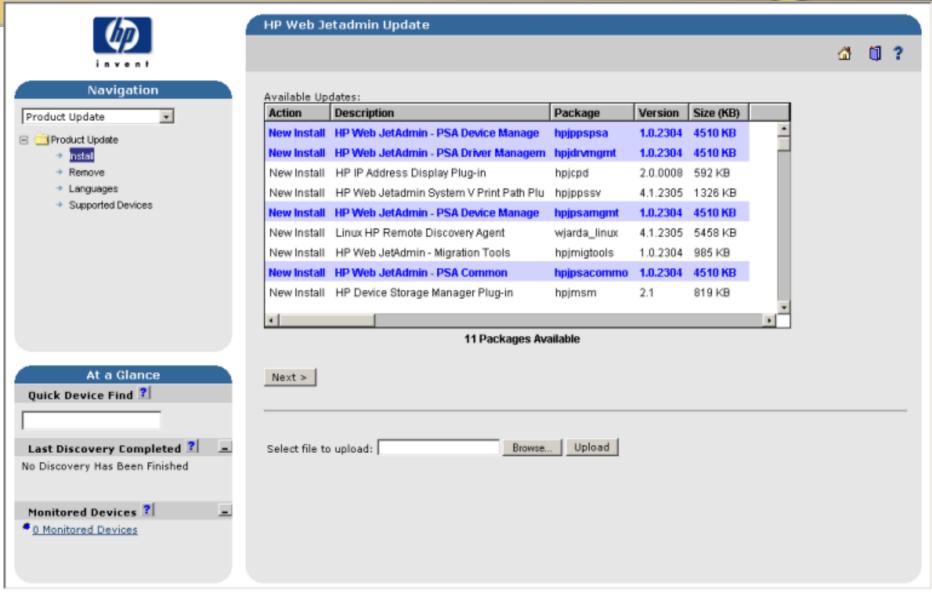
# **WJA - Migration Plug-in**





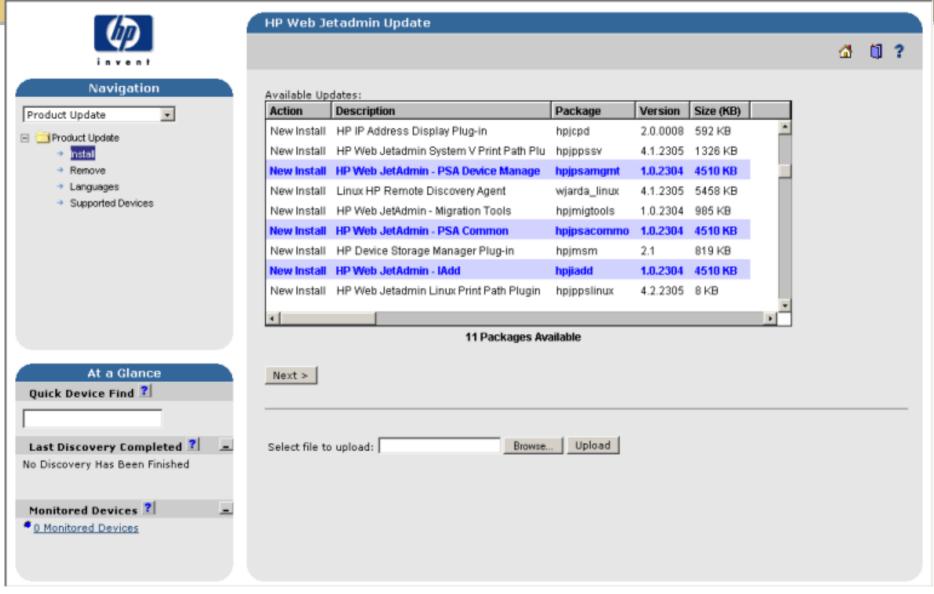
# WJA - PSA Plug-ins





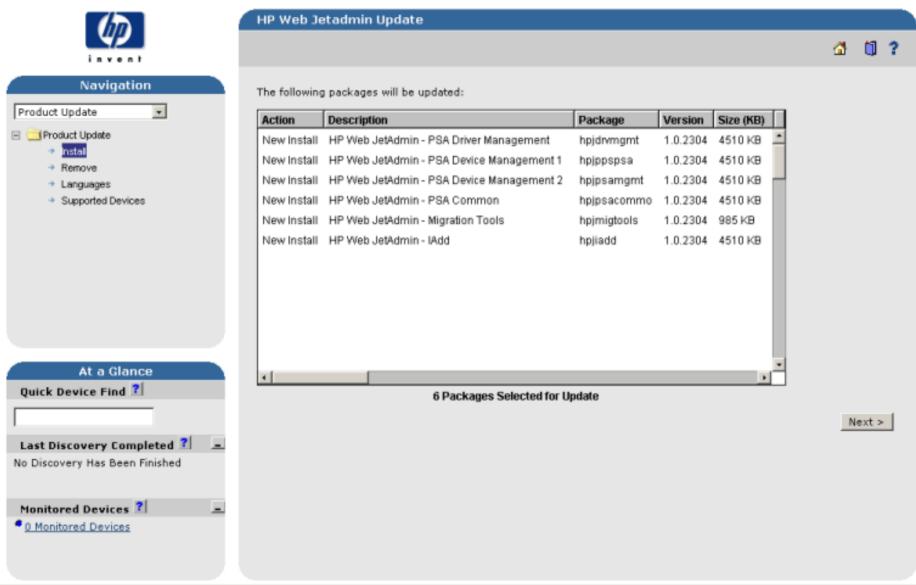


# WJA - PSA Plug-ins (con't)



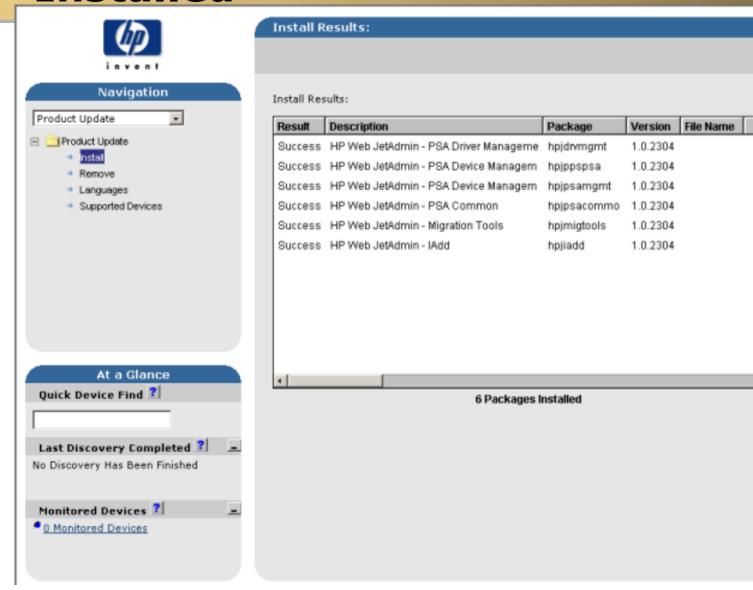
## WJA - Plug-ins Selected to Install





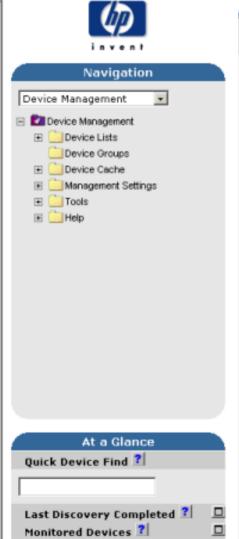
## WJA - Plug-ins Successfully Installed







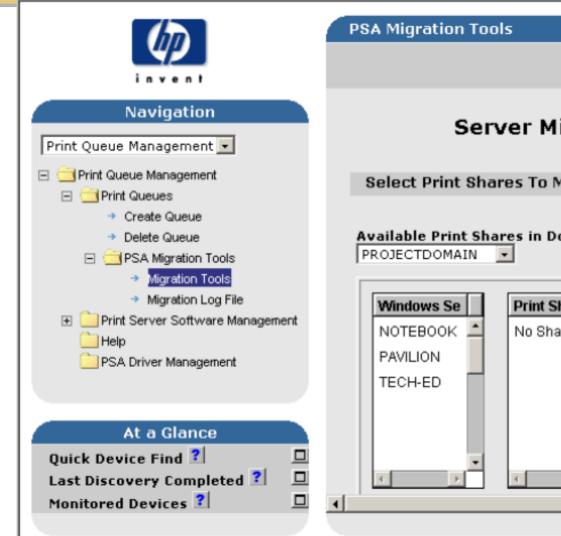
## **Migration Tools**

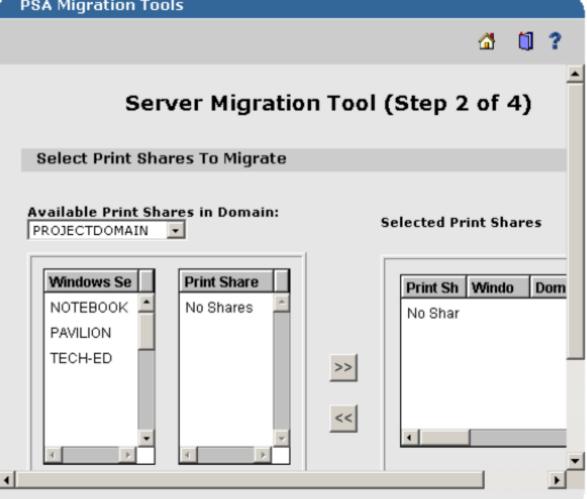






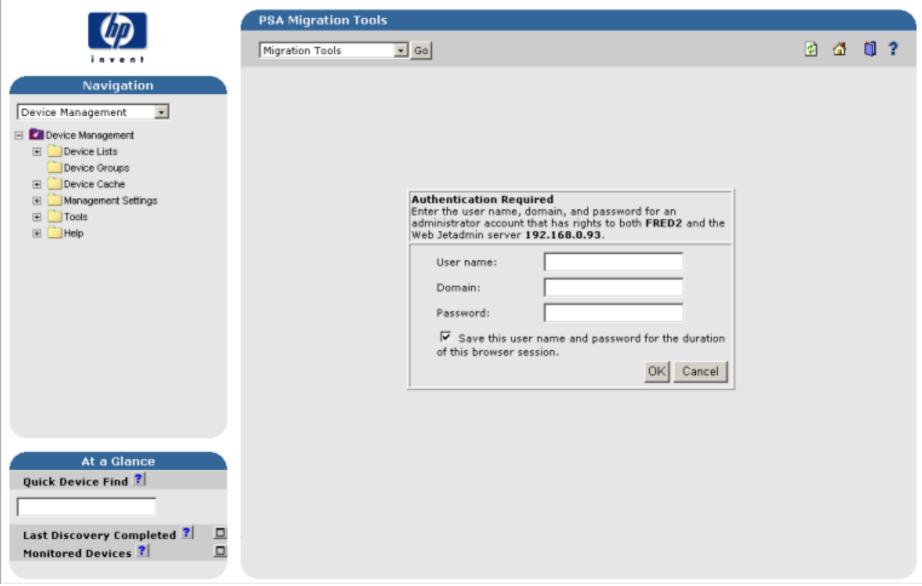
## **Server Migration Tool**





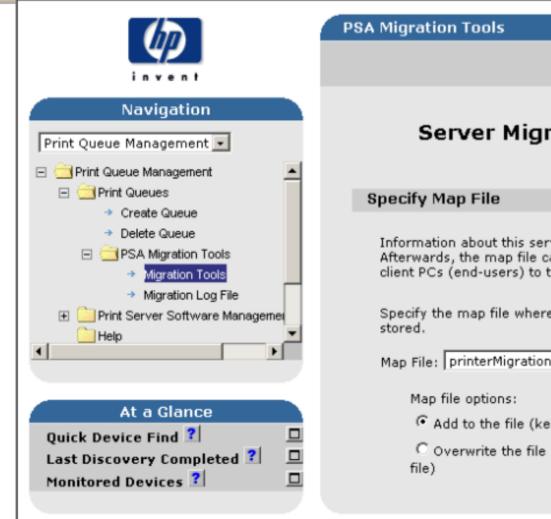


#### **Authentication**





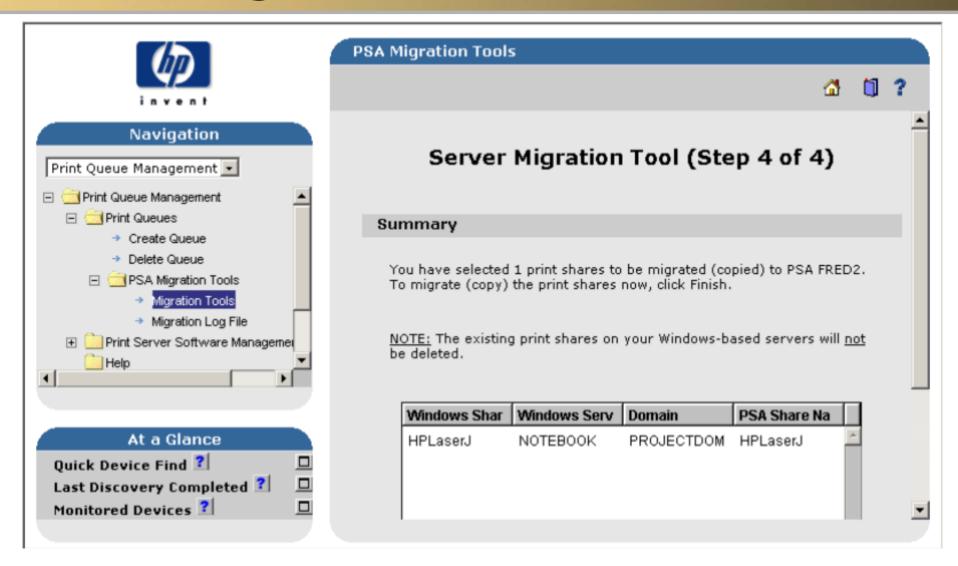
### **Server Migration Tool**





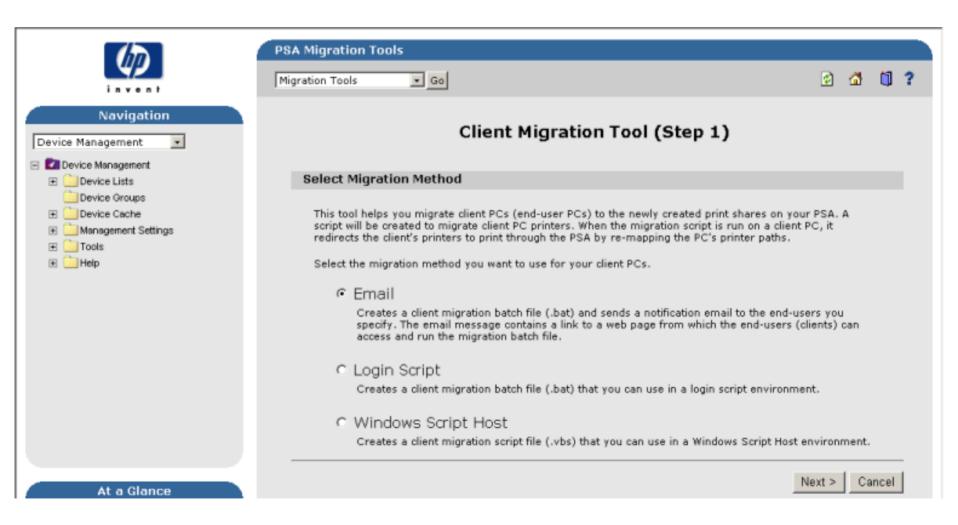


## **Server Migration Tool**



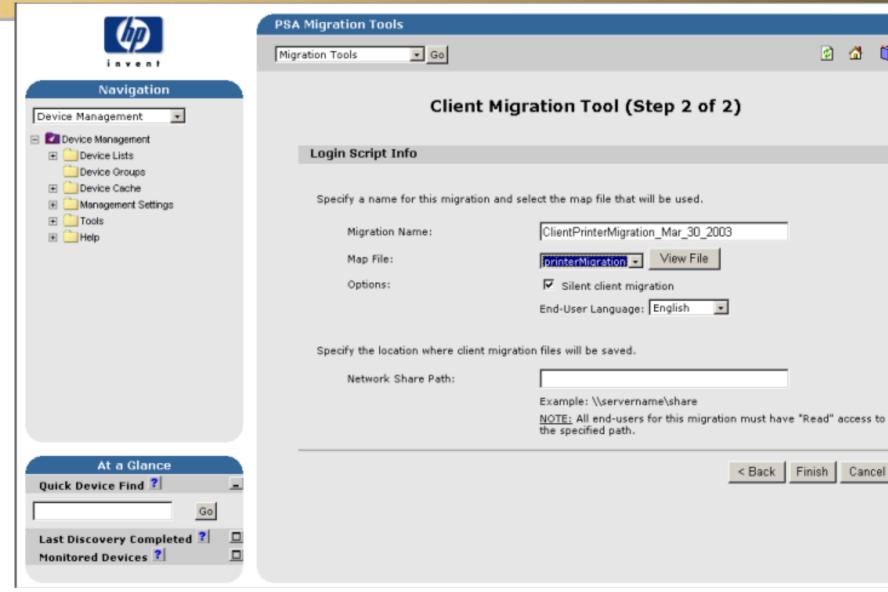


## **Client Migration - Step 1**





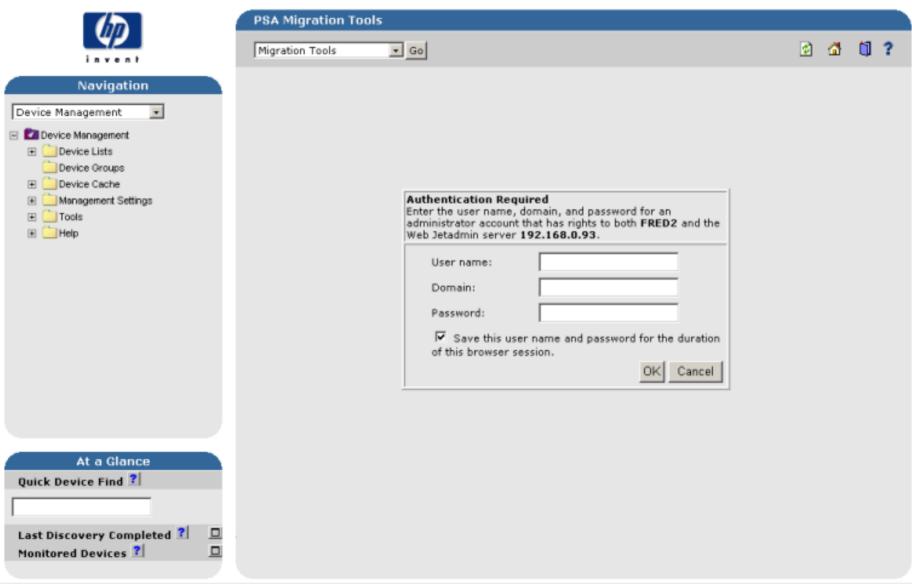
## **Login Script - Step 2**



< Back Finish Cancel



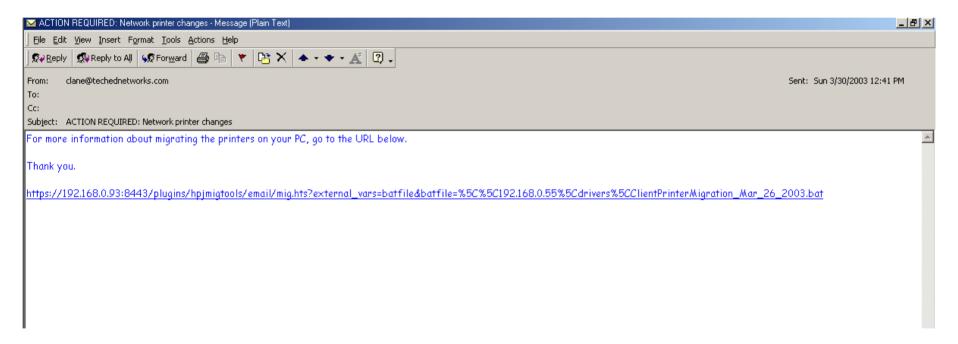
#### **Authentication**





## **E-Mail Migration**

This is an example of the e-mail message sent out if the e-mail migration method was used.



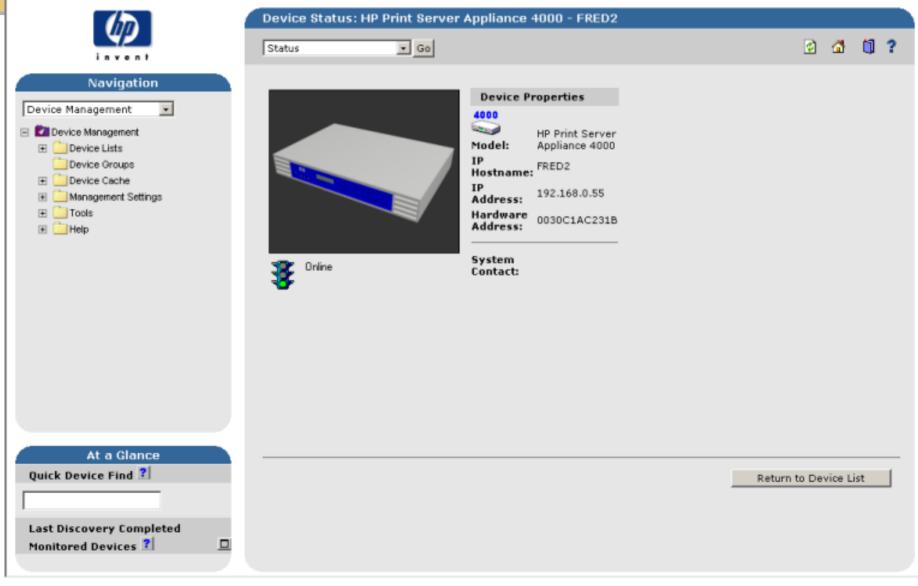


## **Device Management**



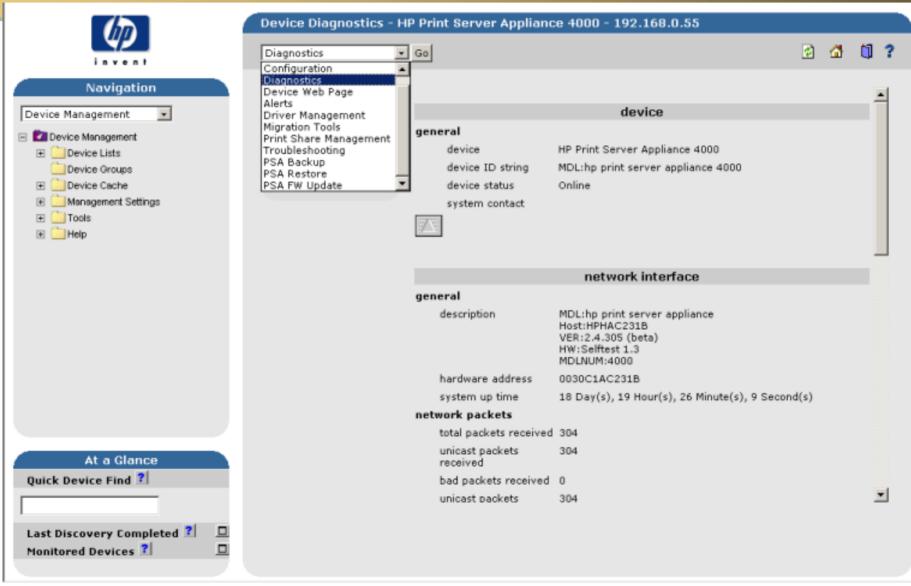
#### **Status**





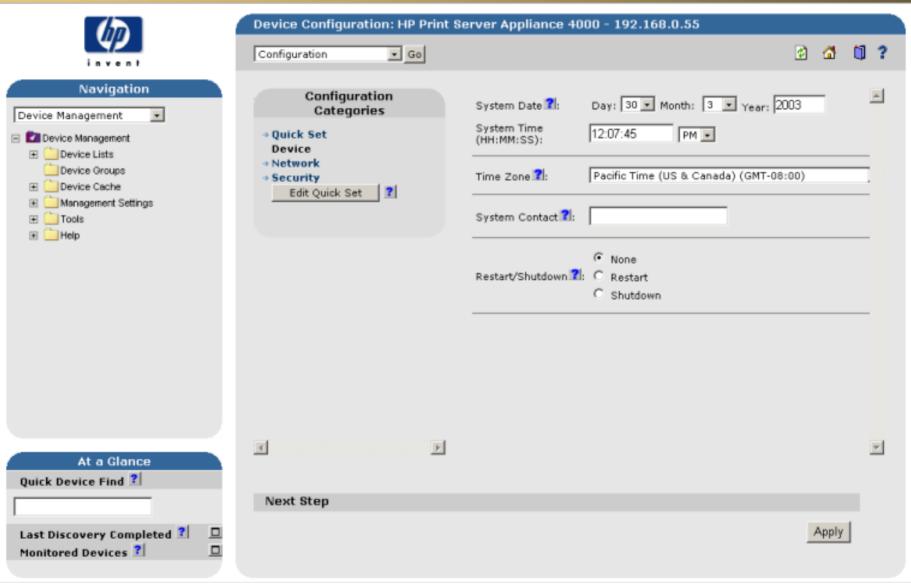
### **WJA Diagnostic Page**





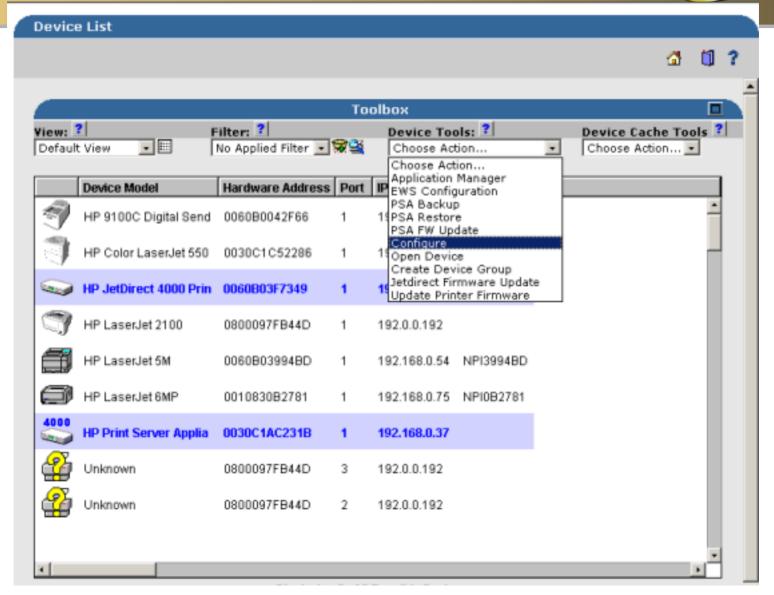
## **Device Configuration**





## **Batch Configuration**

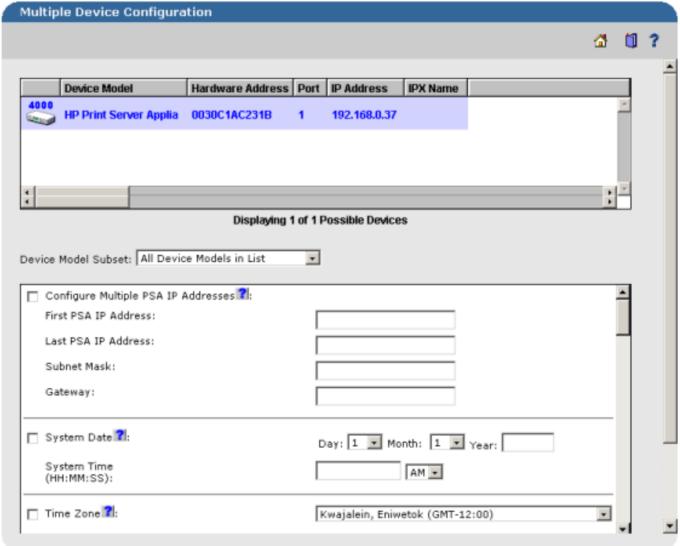






## **Batch Configuration**





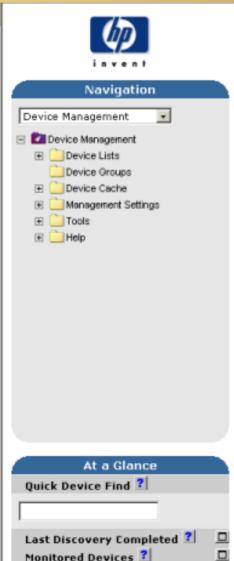
## **Batch Configuration**

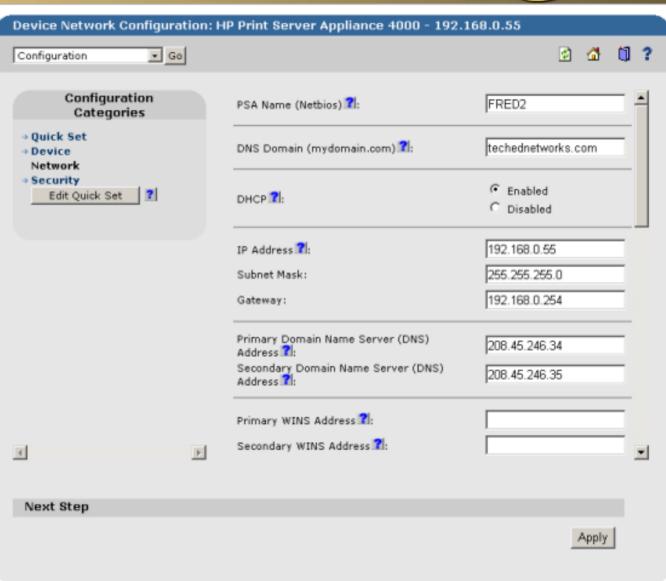


De	vice Model Subset: All Device Models in List	■	
Г	Restart/Shutdown 1:	© Restart C Shutdown	
-	DNS Domain (mydomain.com) 7:		
-	DHCP :	© Enabled C Disabled	
	Primary Domain Name Server (DNS) Address : Secondary Domain Name Server (DNS) Address		
	Primary WINS Address 1:		-
lo	NT Domain Membership Status:		_
	NT Domain Administrator Name:		
	NT Domain Administrator Password:		
	Windows NT Authentication ☑:	<ul><li>€ Enabled</li><li>○ Disabled</li></ul>	
	Windows NT Authentication	O Disabled	
		C Disabled  • Automatically discover	
		O Disabled	



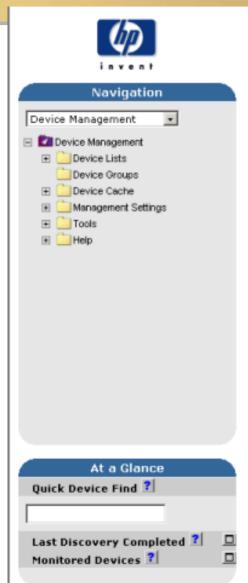


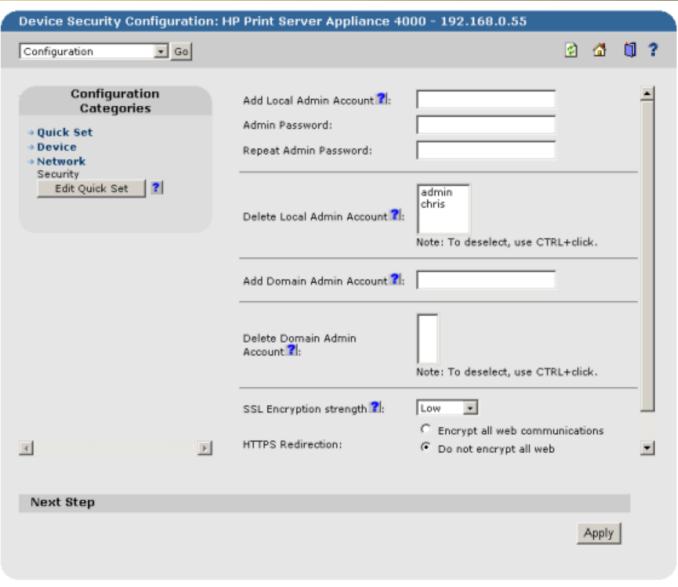






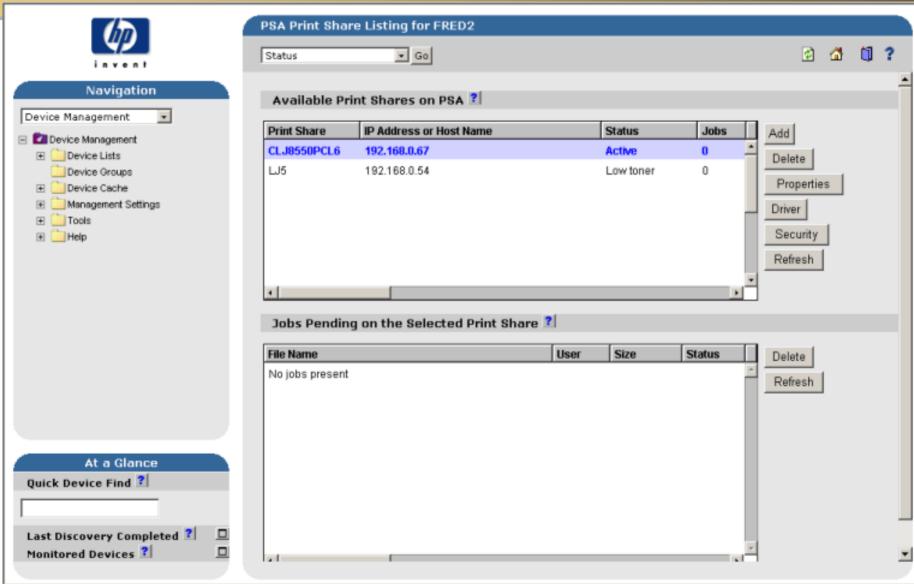






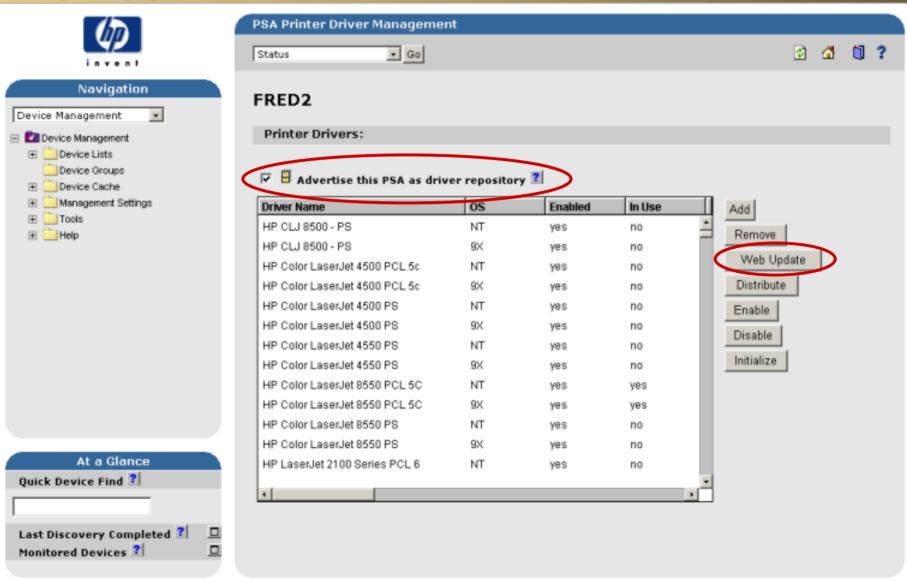
#### **Print Shares**





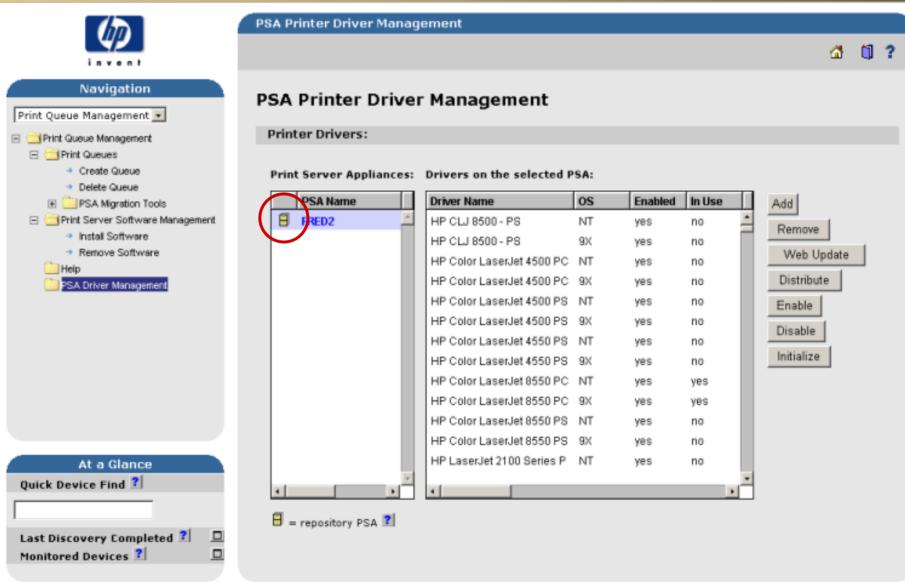
## **Driver Management – One Device**





## **Driver Management – Multiple Devices**

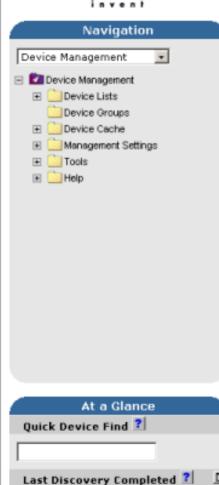


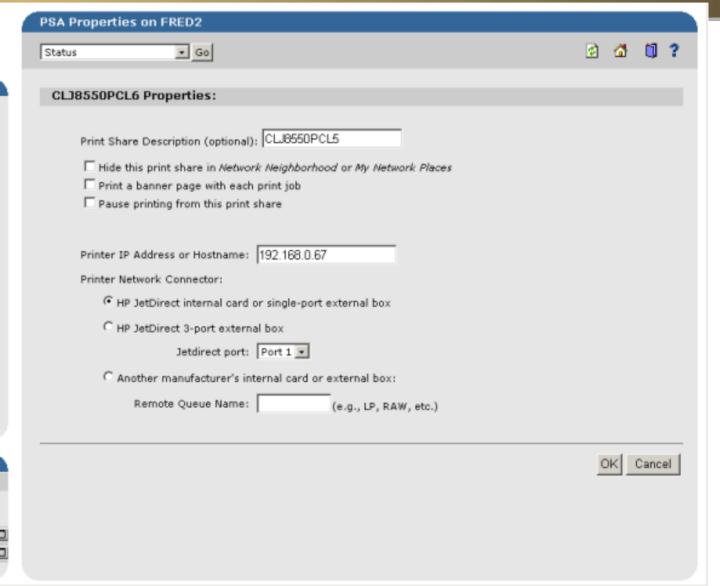


#### **Properties**









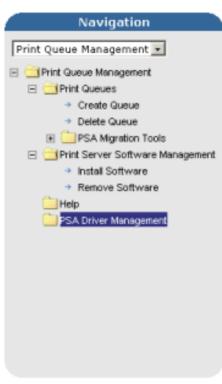
Monitored Devices

#### **Driver Update**

PSA Printer Driver Management







At a Glance

Last Discovery Completed 🕺

Quick Device Find 3

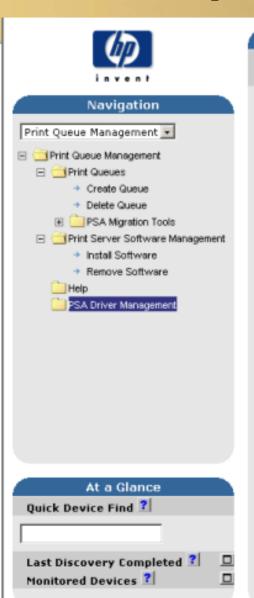
Monitored Devices

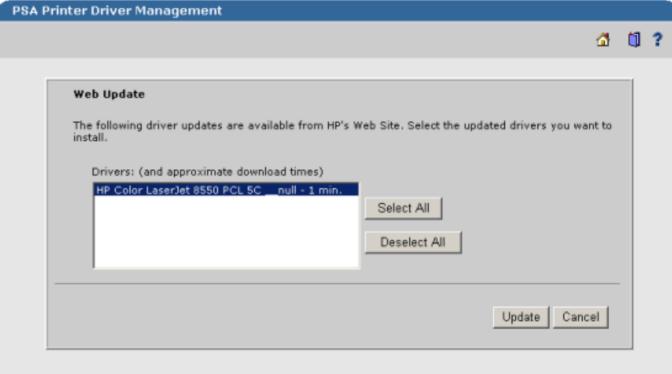




## **Driver Update (con't)**

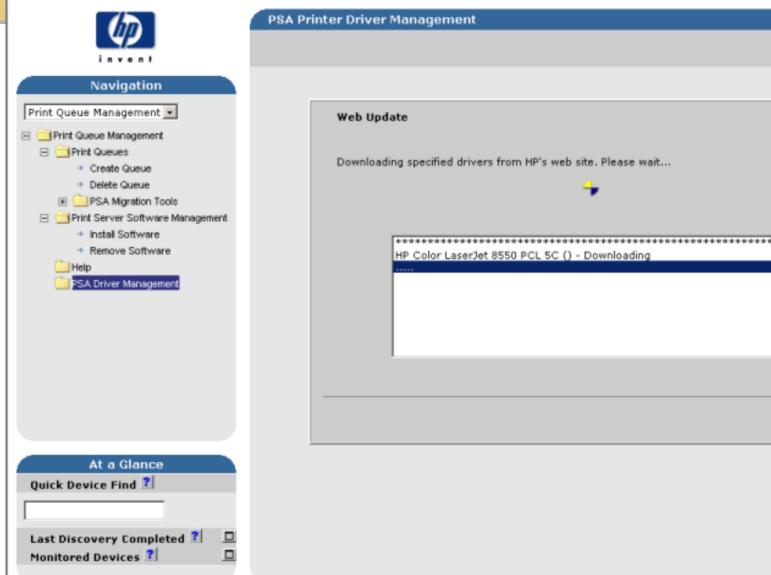






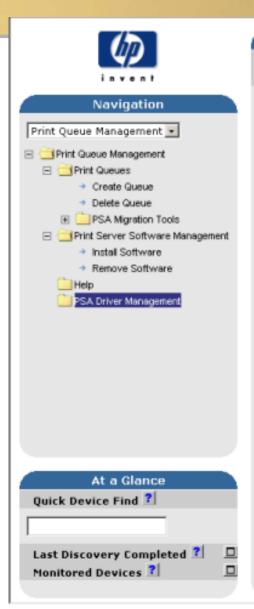
## **Driver Update (con't)**

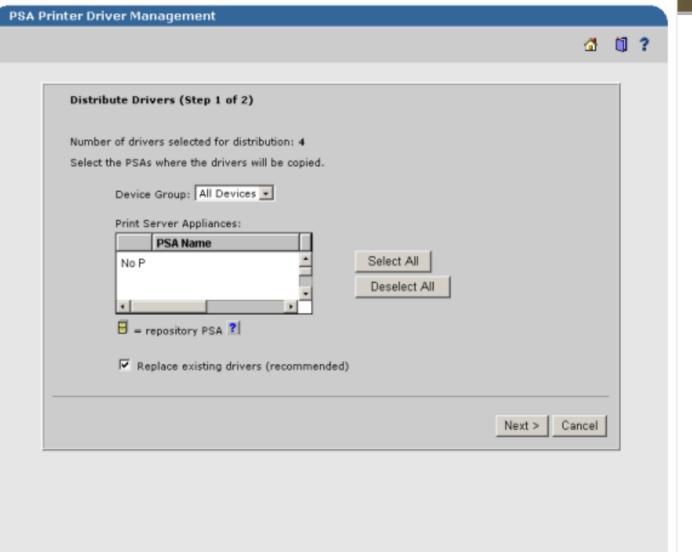




#### **Driver Distribution**

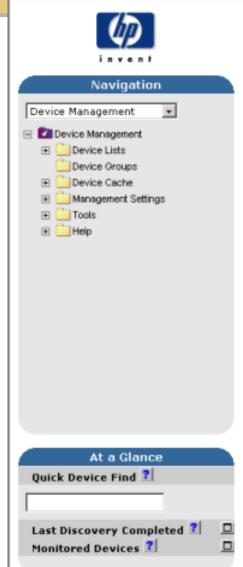






## **PSA Backup and Schedule**

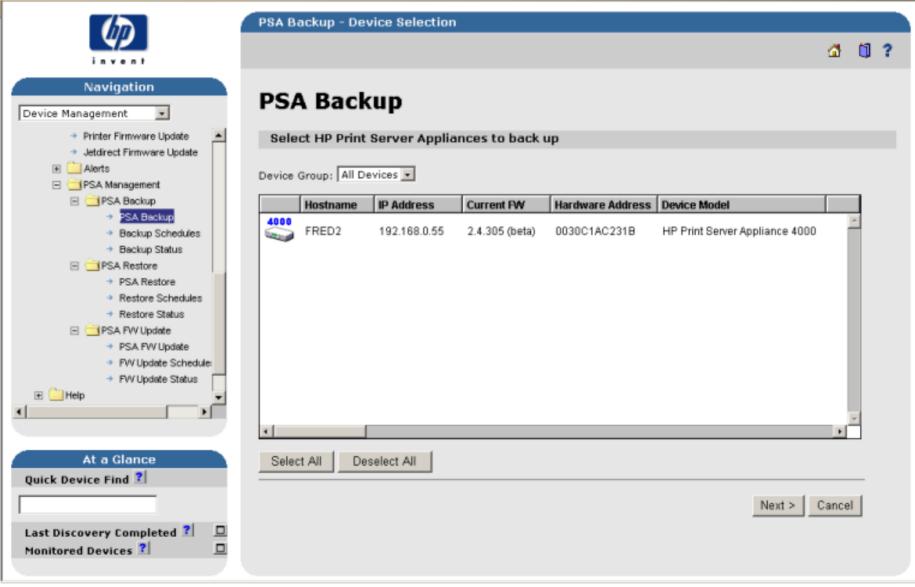




PSA Backup - Options		
PSA Backup	▼ Go	Ø 🗗 🗓 ?
Back up Directory a	nd File Information 🔨	
Specify the location where	the backup files will be saved.	
Network Share Path:	Example: \\server\sharedirectory	
Select at least one PSA att	ribute to include in the backup file name. 🏻	
✓ IP Address	Hostname Hardware Address	Firmware Rev
Schedule PSA Back	ир <b>?</b>	
⊕ Back up Now		
C Scheduled Backup		
	2003 • 12 •: 35 • PM • One Time •	
Email Results to: (o	ptional) 🖆	
Email Address:	Test No	2W
		Next > Cancel

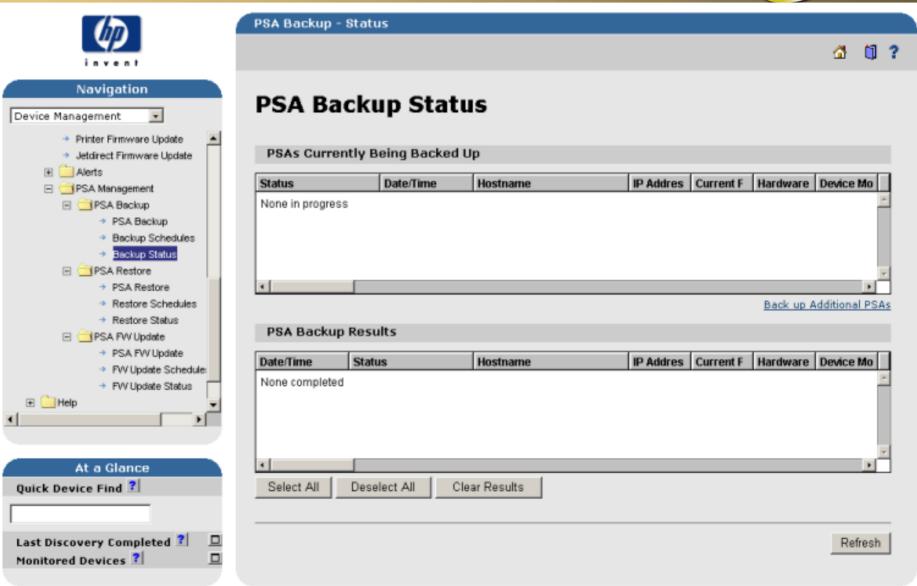






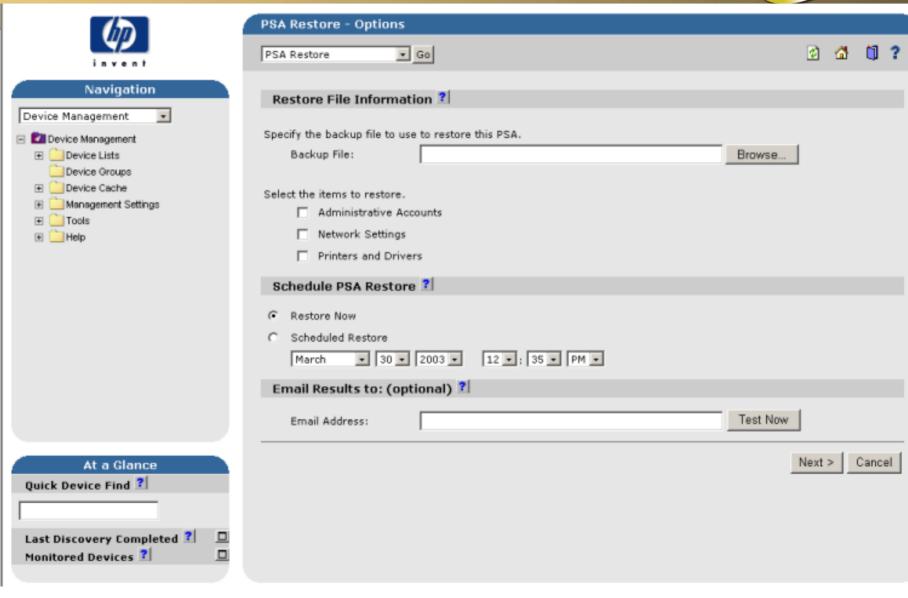
### **Backup Status**





#### **PSA Restore and Schedule**





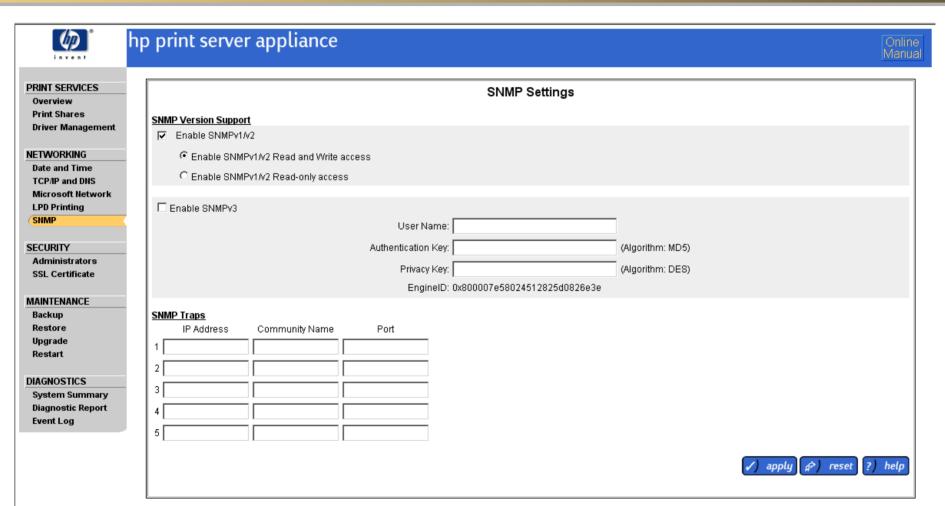
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#### New to the EWS

- **SNMP**
- SSL Encryption
- New Diagnostics
- More Log File Information

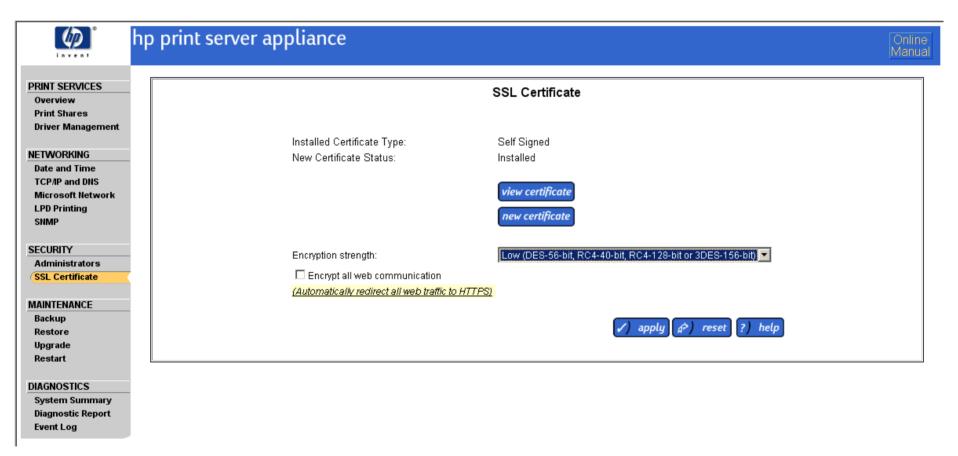


## **EWS Changes - SNMP**





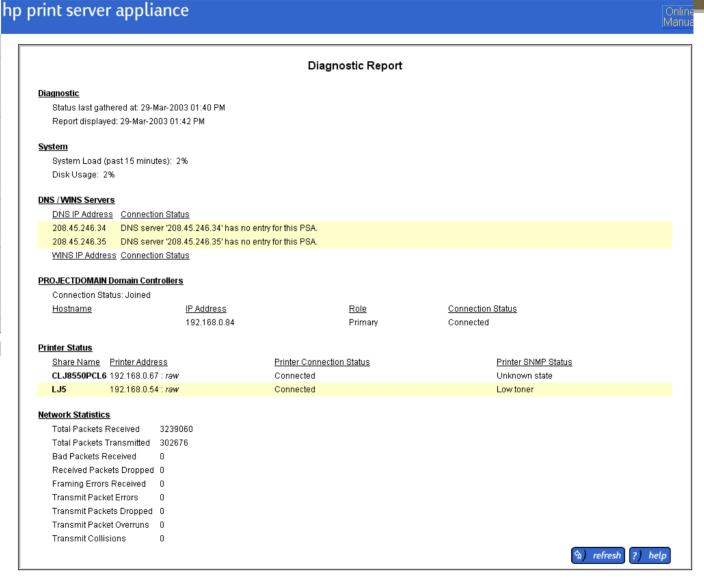
## **EWS Changes - Security**



#### **EWS Changes - Diagnostics**









### **PSA 4250 Summary**

#### WJA Plug-ins Add Functionality

- Migration Tools
- PSA Status Visible to WJA
- Installation & Configuration
- Printer Share Management
- Driver Management
- FW Upgrade
- Backup/Restore
- PSA Alerts

#### New Features in the EWS

- Web UI and Configuration Validation
- PSA SNMP Agent
- SNMP Traps from PSA
- Security
- Performance Improvements

## Connectivity solutions make a difference



#### Before:

Increase printer reliability and manageability, while reducing administrative costs

## MGM MIRAGE

"The purchase of the HP PSAs was one of the easiest decisions we have ever made. Depending on what was being replaced, the units paid for themselves in 10 months or less!."

Don Ikhtiari
Director of Systems Engineering

#### After:

HP Print Server Appliance 4200 (PSA)

#### Results:

- More stable, simple solution
- Managing printing issues takes less than half the time it used to
- Improved efficiency
- Administrative cost savings

## Reduce print-related help desk support



### Hawaiian Electric

"With the HP Printer Server Appliance in place, the most noticeable change was that our print-related trouble tickets were reduced by more than 80%. Our server license costs were removed and support costs were dramatically reduced. The HP PSA is a very stable product that's easy to use and very inexpensive. Here are HECO it's a perfect solution for our print communication needs."

Jim Yim, Network Analyst

#### Before:

- Print serves overrun every week
- Need permanent printer server solution
  - easier to manage
  - more reliable
  - manage remotely

The HP print server appliance helped Hawaiian Electric reduce print-related trouble tickets by over 80%!

- PSA 4200
  - Monitor print activity
  - Manage printers
  - Alter configuration of appliances centrally

## HP solutions make a difference



# A ww financial services company

#### Before:

- 260 field offices
- 20 weekly help desk calls
- Inability to manage printing issues from central location.
- Unreliable servers
- IT budget constraints

#### After:

- Installed PSA 4200's
- 2 help desk calls per month
- Changed server options
- Saved \$146K in help desk calls
- Saved \$1.3M year with servers

"We have over 15000 financial advisors for whom print infrastructure has now become transparent"

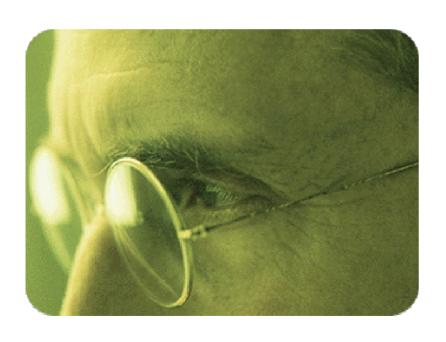
IT Director

11/18/2003

#### **Tactics: How to implement TPM**



## Start small and keep it simple...



- 1. Start with one office
- 2. Connect as many printers as possible to the NW (JetDirect)
- 3. Use the Print Server Appliance at the workgroup level or wherever it makes sense.
- 4. Utilize the embedded web-server technology in our printers.
- 5. Fully implement Web JetAdmin 7.2 with new plug-in for PSA. (use traps, alerts and reports)
- 6. You can do it but we can help with enterprise printing experts



### Ways to get started now

#### What you can do

- Identify and team up key stakeholders in your imaging and printing environment (IT, Facilities, Procurement, Department Managers)
- Determine your priorities —cost reduction, end user productivity, new capabilities, increase top line revenue
- Identify the biggest opportunities for improvement

#### What HP can do to help

- Meet with your key team members/company leaders to identify opportunities across your enterprise
- Propose opportunities that align with the needs of your company (more market share, lower year over year spend)
- Help quantify and develop a business case for implementing your strategy with minimal disruption to your environment

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#### Resources

- Total Print Management Website (Test Drive the PSA!!!)
- http://www.hp.com/go/tpm
- WJA Online Training-
- come to <u>www.hp.com/go/tpm</u> for registration link
- PSA White Papers –
- http://h20022.www2.hp.com/busprod/network\_software/technotes\_print\_appliance/?rsidebarLayId=278
  - Installing and Configuring the HP Print Server Appliance with Firmware Version 2.3.xx
  - Driver Management Made Simple with 2.3.xx
  - Optimizing Your Print Environment with the HP Print Server Appliance
  - Locating Printer Shares in an Active Directory<sup>™</sup> Environment
  - Active Directory<sup>TM</sup>, Access Control, and the HP Print Server Appliance
- PSA Website find out more & see the white papers!
  - http://www.hp.com/go/psa
- WJA Website find out more & download WJA 7.2
  - http://www.hp.com/go/jetdirect

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#### Resources

- Imaging & Printing Services white papers
  <a href="http://hp.valued-resources.com/insights">http://hp.valued-resources.com/insights</a> home 2.asp?seg=HIED
- TPM Implementation Service On-site implementation of WJA & a PSA at a typical office location to pilot and demonstrate
  - Ask us afterwards or contact HP at <a href="www.hp.com/go/tpm">www.hp.com/go/tpm</a>
- WJA Implementation Service On-site implementation and training of Web Jetadmin at a typical office location to pilot and demonstrate the effectiveness of WJA
  - Ask us afterwards or contact HP at www.hp.com/go/tpm
- Imaging & Printing Services <a href="https://www.hp.com/services/ipgs">www.hp.com/services/ipgs</a>



Interex, Encompass and HP bring you a powerful new HP World.





