

# PrinterOn: True Enterprise-grade Mobile Printing

## A White Paper Synopsis

When it comes to enterprise mobile printing, a simple summary of users' desires is "I want AirPrint printing everywhere." Apple's proprietary AirPrint technology has become synonymous with a simplified print workflow in users' minds. However, when their needs are investigated further, it becomes clear that the AirPrint paradigm falls short and additional requirements emerge. What they need is a true enterprise-grade "AirPrint-like" printing service.

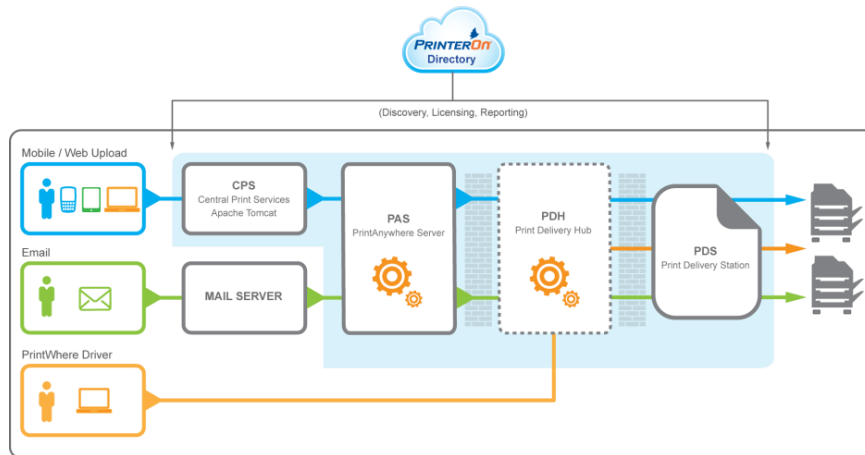
A true enterprise-grade mobile printing service would marry the robustness and security of an enterprise network with the simplicity and convenience of the AirPrint workflow. Specifically it would include:

**PrinterOn Enterprise 2.0 removes the limitations of Apple AirPrint such as:**

- Apple iOS-only operating system support
- Local Area Network (LAN)-only printing
- No enterprise directory service integration such as LDAP or AD
- Integration support for print management

- Enterprise-grade authentication services
- Enterprise-grade security and encryption
- Standards-based transport services
- Location-based services
- Private and public cloud deployment options

As the "BYOD" trend increases in the enterprise, the limitations of AirPrint will become more apparent, and the need for a true enterprise-grade mobile printing solution will emerge. Enter PrinterOn Enterprise 2.0.



### Architectural Flexibility

PrinterOn Enterprise 2.0 offers the most flexible and scalable enterprise printing architecture. With several key components built upon each other, enterprise users are provided with a consistent and secure mobile printing experience regardless of their physical location or network connectivity.

Since each of these main components can literally be placed anywhere in the enterprise network, the PrinterOn Enterprise 2.0 architecture is supremely flexible. Components can be placed behind the enterprise firewall, in a DMZ, or even in an external data center. Furthermore, each can be scaled out horizontally for volume or set up in a redundant configuration. This means that no matter the existing enterprise network architecture, PrinterOn Enterprise 2.0 can be integrated without network infrastructure changes.

## The PrinterOn Directory

It is the Directory that enables PrinterOn Enterprise 2.0 to deliver key discovery services including keyword-based discovery, location-based web discovery and more recently, PrinterOn's GPS-based device discovery. These are the services within PrinterOn Enterprise 2.0 that contribute to making a superior user experience.

This Directory includes key information on each printer such as:

- Make, model, appropriate driver (if required)
- Configured finishing options
- Job pricing info
- Additional service URLs for third-party authentication integration
- Alternate network locations used to deliver generated print data

## Types of Deployments

**Limited Private Cloud** - PrinterOn Enterprise 2.0 can be quickly deployed as a private cloud deployment behind your firewall to support as few as 10 printers.

**Full Private Cloud** - PrinterOn Enterprise 2.0 can scale as users and demand grows. With built-in clustering services, additional print capacity and redundancy can be introduced in minutes.

**Public Cloud** - PrinterOn Enterprise 2.0 can easily be deployed as a private cloud deployment in a third party cloud platform service such as Amazon AWS by leveraging features such as network-bridging and global discovery services.

## Standards-Based with PrinterOn Extensions

PrinterOn is committed to supporting open industry standards. However sometimes when user requirements are combined with other enterprise requirements, such as security, it means that functionality must be added to the standards to meet all requirements. The PrinterOn Enterprise 2.0 architecture is the best of both worlds.

### PrinterOn Extensions

PrinterOn can use IPP Everywhere as a foundation and extend it for PrinterOn Enterprise 2.0 because AirPrint is already a subset of the IPP Everywhere draft standard. By using PrinterOn's existing technology and extending it using principles of IPP Everywhere, PrinterOn Enterprise 2.0 can achieve the best in breed Discovery including:

- Apple's Bonjour
- Microsoft's WS-Discovery (future)
- Generic IP-based location services (future)
- PrinterOn's geo-based and keyword search

### PrinterOn Discovery

PrinterOn Discovery allows users to automatically find printers and print services available through the PrinterOn Enterprise Server. This innovation enables delivery of the two critical benefits of the simplified "AirPrint-like" experience:

- automated printer discovery
- integrated approach tying together PrinterOn services and PrinterOn end-user mobile apps

Simply building AirPrint into PrinterOn Enterprise 2.0 is not the objective—that would be too restrictive and inflexible. The objective of PrinterOn Enterprise 2.0 is to provide the user experience that makes AirPrint attractive while simultaneously providing the robust network features that the enterprise customer demands.

### Deployment Flexibility & Scalability

PrinterOn Enterprise 2.0 scales beyond departmental deployments. Its authentication services easily scale too and can easily support 100s of 1000s of users whether in a single department or location, or globally. Furthermore, PrinterOn Enterprise 2.0 can fully integrate with existing print management systems. Whether used for department auditing or complex "follow-me" printing, PrinterOn Enterprise 2.0 is designed from the ground up to provide seamless support for nearly all print management servers.

PrinterOn Enterprise 2.0 goes far beyond mobile printing "apps" or a consumer-grade mobile printing service like AirPrint and delivers a true enterprise mobile printing platform. PrinterOn Enterprise 2.0 can be deployed in the private cloud or public cloud and be readily integrated into enterprise applications, mobile devices and the network infrastructure itself. In short, it enables the enterprise user to Print Simply Anywhere.

This is the power of PrinterOn Enterprise 2.0.

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