

Brochure

# Control color costs

HP solutions for color access control



# Effectively manage color printing to save resources

Color printing is a great business tool—it makes your marketing collateral, presentations, and proposals sing. But unnecessary color printing can be costly. So, rely on these management tools from HP to keep your color printing budget in the green.

## You set the limits—with tools to manage color printing

It's more important than ever to use color effectively and cost-efficiently across your organization. HP can help you:

- Actively monitor use to find out who's printing in color, determine your best printer placement, and meet your needs for supplies.
- Strategically limit access to color printing to help manage print costs.
- Effectively track print costs to bill specific clients or departments for color printing.

HP has several ways to help you monitor usage, limit access, and track your color print costs. Here are four solutions you can use to trim costs and increase control in your printing environment:

- **Embedded features**—HP LaserJet and PageWide Enterprise and PageWide Pro color printers and multifunction printers (MFPs) come equipped with built-in features allowing for individualized control of your devices.<sup>1</sup>
- **HP Web Jetadmin (HP WJA)**<sup>2</sup>—Free fleet management software that can generate reports and control settings across many printers and MFPs.
- **HP Universal Print Driver (HP UPD)**<sup>3</sup>—Free fleet-wide driver software that includes features to control or disable color printing.
- **HP Access Control (HP AC)**<sup>4</sup>—Offering the best user experience and most efficient IT environment, this powerful management software adds value with expanded reporting capabilities, more control options, and the ability to track and bill departments or clients for color printing across the workplace.



**Ask yourself:**

- Do I know who is printing in color?
- Are color printers placed near the users who need color the most?
- Is color being used when black-and-white would suffice?
- How do I know when to order supplies?

## Get the facts

Knowledge is power. By monitoring color usage across your organization, you can help users become more aware of their own practices. HP Web Jetadmin<sup>2</sup> and HP Access Control<sup>4</sup> include many powerful tools that can help you:

- Identify and correct color-wasting behaviors. Help your users think twice before printing web pages, personal documents, visual presentations (such as Microsoft® PowerPoint® slides), or copies of annual reports in color.
- Raise awareness with your team to change their print behaviors by identifying departments or specific users who may be inadvertently overusing color.
- Increase productivity by strategically locating networked color devices near users who most need them.
- Forecast color printing supplies. Evaluate trend data and plan effectively to meet your needs.

### Create and review reports on who's using color and how they are using it

HP Web Jetadmin,<sup>2</sup> HP's free fleet management software, makes it easy to run reports by user or device. With HP Access Control,<sup>4</sup> you can get more detail in reports and track use by additional views, such as by software application, by account, or by users or user groups. It also allows you to set quotas for users or groups based on Active Directory, and send user notifications when they are about to exceed their color printing quota.

### Help users be aware of alternative print options as they are working

HP Access Control<sup>4</sup> helps you set up user notifications such as pop-ups or opt-in/opt-out screens before users print a document that is out of compliance with print rules. For example, users printing a color web page might get a pop-up notification giving them the option to print in black-and-white. Based on the rules you create, a large print job could be routed to a lower-cost color printer.

### Know what's going on in your print environment—and take action

HP Web Jetadmin<sup>2</sup> allows you to send proactive threshold alerts to print administrators on your team for efficient supplies replenishment. Plus, it helps IT team members to monitor trend reports by device and location. HP Access Control<sup>4</sup> gives you the power to track trends by a broader range of attributes. See the table on page 6 for details.

## Set limits to manage costs

Next, start managing access to color. You probably have users whose printing requirements are limited to documents—like copies of emails—which should be printed in black-and-white. Graphic artists or marketing managers, on the other hand, need to create full-color materials. Giving proper access to the right users in your organization can help you reduce costs:

- Conserve resources by automatically sending print jobs to the most efficient device for the job, instead of just the closest one.
- Empower your users and departments who need color printing, such as your communication, creative, and marketing teams.
- Avoid unnecessary color use, such as when printing from the web, certain business documents, or report drafts; copying documents that don't need to be in color; or printing personal photos, invitations, or non-office related jobs.

**Ask yourself:**

- Does it appear that everybody is printing everything in color all the time, regardless of the document type or audience?
- Do I want to limit color printing to certain users or departments?
- Do I want to turn off color copying on my multifunction printers? Or allow only certain people to access color copying with a PIN code?
- Do I want to limit color use to certain software applications?
- Do I want to reroute large color print jobs to the lowest-cost color printer?

### Use print policies to drive device settings and usage reports

Depending upon your organization, a print policy can be a set of guidelines or managed as a set of hard rules.

Policies establish a set of conditions such as:

- Printing devices
- Job names
- Job parameters
- Users
- Date and time

Based on these conditions, policies initiate actions such as:

- Print job routing
- Print duplex as default
- Print in economy mode
- Print in black-and-white or grayscale
- Job stamp
- No printing

Policies enable notifications such as:

- Administrator reports
- Web log
- User pop-up notification
- User or administrator email notification
- Opt-in/opt-out notices

### Ask yourself:

- Do you want to allocate the cost of color printing to a specific client, workgroup, or user?
- Do you want to export the printing information into your billing software?
- Do you want to allow color printing based on prepaid accounts?

## Use HP tools to manage access to color

Tap into the variety of embedded device features and powerful fleet management solutions that can help you control who uses color, what documents are printed in color, and when color is used in your organization.

- Adjust device settings so only certain users can print in color.
- Provide users who need to copy in color with a personal identification number (PIN) to use at the MFP control panel.
- Set individual devices to default to black-and-white printing, encouraging users to consciously select color when printing documents.
- Configure color access settings across several devices or your entire fleet, or by more advanced groupings of users and conditions.
- Define for your team what is allowed to be printed in color or when color printing can occur, by limiting color printing by application, job size, or time of day. For example, an administrator could limit color printing to only graphics applications such as Adobe® Illustrator. Or you could limit color printing to working hours to eliminate personal printing after hours or on weekends.
- Use print policies to reroute print files for more efficient printing. Job sizes above a certain page count can be rerouted to a lower cost-per-page color printer. Or, automatically reroute black-and-white files from a color MFP to a lower cost-per-page black-and-white printer.
- Completely disable color printing or copying on color devices.

For more information about the control features available with each HP solution, see the table on page 6.

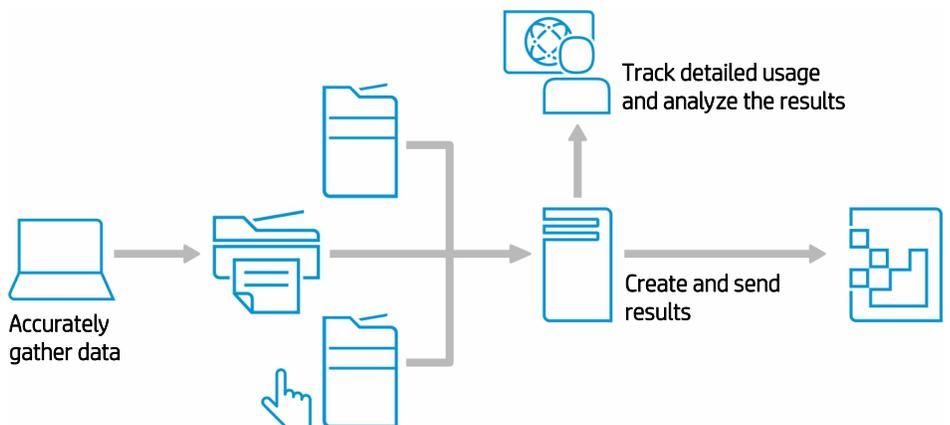
## Track jobs, allocate costs, and manage billing

Job tracking allows you to recoup printing costs by billing for color printing and copying. You can:

- Charge back to users, groups, or departments to raise awareness of color usage and encourage behaviors that promote the correct use of color in document printing.
- Charge clients for the correct amounts of color used in projects.

Easily configure reports to bill back printing to specific departments or customers. If all you need is a simple report on pages printed by device or groupings of devices, use HP Web Jetadmin.<sup>2</sup> HP Access Control<sup>4</sup> offers even more configuration options—including by users, by department or cost location, by project, or by job code. And it also allows you to export the data in a range of formats to use within your billing software.

### HP Access Control Job Accounting<sup>4</sup>



## Discover HP software solutions

HP's powerful fleet-management solutions can help you with a lot more than color access control.

### One driver puts you in the driver's seat

HP Universal Print Driver<sup>3</sup> is a single free printer driver that gives users instant access to a range of HP print devices—in the office or on the road—without downloading separate drivers. The HP Universal Print Driver includes tools and services to centrally customize and manage drivers and printers—including the ability to configure access to color printing across the fleet. For more information, see [hp.com/go/upd](http://hp.com/go/upd).<sup>3</sup>

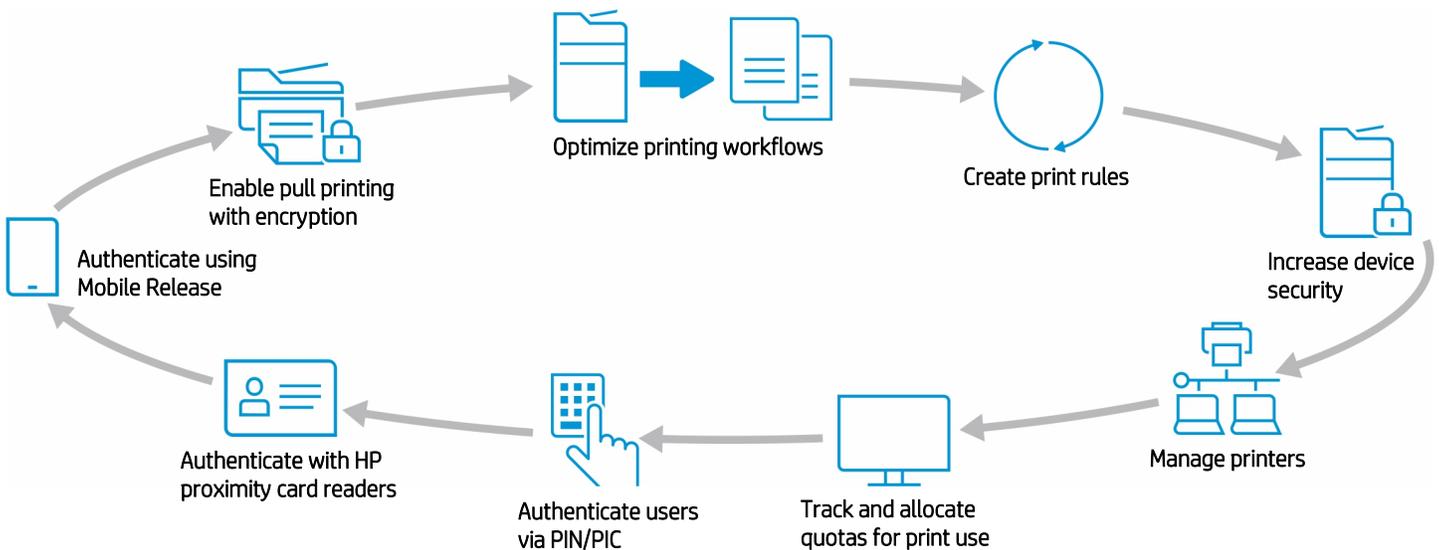
### One solution, broad control

Monitor, configure, and maintain your printing and imaging fleet of devices with HP's award-winning, free, downloadable printing and imaging management software, HP Web Jetadmin.<sup>2</sup> Manage drivers, view reports, receive device and supplies status alerts, and configure and update fleet-wide network settings—including color access settings—from a single, web-based interface. For more information, or to download this free software tool, see [hp.com/go/webjetadmin](http://hp.com/go/webjetadmin).<sup>2</sup>

### A powerful, transformative management solution

HP Access Control<sup>4</sup> offers our best user experience and is extremely efficient for IT deployment and the overall management of control features for your organization. This versatile suite of software works to enhance security, cut costs, improve productivity, and reduce waste in the print environment. As HP's premier management solution, it delivers print authentication, auditing, authorization, accounting, and secure pull-printing capabilities. And it is designed to be modular and integrate easily with HP devices. These scalable and customizable HP solutions are designed to provide secure access to imaging and printing devices, documents and information. For more information, see [hp.com/go/hpac](http://hp.com/go/hpac).

HP Access Control—a full suite of solutions that can help you increase security, reduce costs, and track printing<sup>4</sup>



## Color access control features by solution

You have a variety of options when it comes to monitoring, managing, and tracking color use in your organization.

	Individual device	Fleet-wide solutions		
	HP LaserJet and PageWide Enterprise and PageWide Pro features	HP Web Jetadmin <sup>2</sup>	HP Universal Print Driver <sup>3</sup>	HP Access Control <sup>4</sup>
<b>Monitoring and awareness</b>				
Color use reports by device or device groupings		✓		✓
Reports by user		✓		✓
Reports by specific applications		✓		✓
Reports by account				✓
Triggered warnings when usage goes beyond targets				✓
Pop-up user notification if printing is out of policy				✓
Understand fleet usage		✓		✓
<b>Managing access</b>				
Disable color printing	✓	✓	✓	✓
Disable color copying, PIN access to color copying	✓	✓		✓
Control color printing by device	✓	✓		✓
Control color printing by user	✓			✓
Control color printing by Active Directory group	✓			✓
Control color copying by Active Directory group	✓			✓
Control color printing by application	✓	✓		✓
Control color printing by time				✓
Reroute color printing by job parameters				✓
<b>Tracking and billing</b>				
Reporting: see "Monitoring and awareness" above				
Set printing quotas and trigger warnings				✓
Extract use data into report formats for billing				✓

## How we can help

Whether you need to buy one printer, develop a strategy for effectively deploying color, optimize your fleet of multifunction and document management devices, or completely transform your printing and imaging environment, we have the experts, experience, and technology to deliver the right solution, right now.

### Managed Print Services

IT administrators can count on HP Managed Print Services to provide virtually everything required to maintain a cost-effective, productivity-enhancing environment that includes hardware, supplies, and maintenance. HP Managed Print Specialists can help you establish and deploy print rules using HP Access Control<sup>4</sup> as part of your managed print services. For more information, see [hp.com/go/mps](http://hp.com/go/mps).

### Learn more

[hp.com/go/cac](http://hp.com/go/cac)

<sup>1</sup> Devices with embedded color access control features include HP LaserJet and PageWide Enterprise-class and PageWide Pro printers and MFPs. Feature management based on Active Directory Group or copy feature controls are only available on HP LaserJet and PageWide Enterprise-class devices with FutureSmart firmware.

<sup>2</sup> HP Web Jetadmin is available for download at no additional charge at [hp.com/go/wja](http://hp.com/go/wja).

<sup>3</sup> The HP Universal Print Driver is available for download at no additional charge at [hp.com/go/upd](http://hp.com/go/upd).

<sup>4</sup> HP Access Control is a scalable and customizable suite of solutions available for purchase.

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