

Protect Your Print Environment

SECURE DEVICES, DATA AND DOCUMENTS EVERYWHERE

L A S E R L I N E

SOLUTION BRIEF



CLOSE THE PRINT SECURITY GAP

- » Safeguard print operations
- » Thwart attackers
- » Block malware
- » Minimize vulnerability
- » Mitigate risk
- » Reduce burden on IT
- » Maintain compliance
- » Protect critical assets

Cyber threats are on the rise. Increasingly sophisticated and persistent hackers are infiltrating corporate networks, injecting malware, and compromising sensitive data. Security breaches tarnish brand reputation, result in lost revenue, and cause long-term financial damage. The herculean task of staying one step ahead of the bad guys translates into overburdened IT departments constantly striving to protect intellectual property, confidential information, customer data and employee identities across a dynamic digital landscape.

Today's advanced network-connected printers must be an integral part of enterprise defense strategy. Yet these critical devices, which store sensitive documents, are often overlooked in company security strategies and policies, making them vulnerable targets and exposing the linked corporate network to potential attack. Unauthorized users can gain access to unprotected printers via insecure ports or protocols and alter settings or disable devices via compromised control panels. Print jobs can be intercepted while traveling across networks, and printouts can be left behind or stolen from output trays. A comprehensive print security strategy requires integrated protection of devices, data

and documents to reduce risk, ensure compliance and safeguard critical assets.

IDENTIFY YOUR WEAKNESSES. PROTECT YOUR BUSINESS.

Rely on the industry-leading security technologies embedded into HP printers like HP PageWide to protect print activities initiated from office desktops, mobile devices and cloud environments. Discover the robust protection features HP built printers that enable you to:

PROTECT DEVICES

- Validate integrity of boot and firmware code at startup
- Continuously guard against attack with run-time intrusion detection
- Automatically halt operation and trigger a reboot in the event of an attack or anomaly
- Detect threats and malware in real time before device is compromised
- Lock devices and disable ports to prevent unauthorized use
- Control user and administrative access
- Ensure alignment with compliance-based security policy

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PROTECT DATA

- Allow only authorized users to access data on printing devices
- Encrypt sensitive business data at rest and in transit
- Remove sensitive data before disposing of devices
- Secure data access beyond the physical network to the mobile and cloud environments
- Continuously monitor user behavior to prevent threats to sensitive data
- Transform threat data into actionable intelligence with security analytics

PROTECT DOCUMENTS

- Require verification to print on a protected server or in the cloud
- Enable mobile printing from any device using a secure peer-to-peer connection
- Prevent tampering and alteration with anti-fraud solutions, watermarks and machine-readable codes

PRIORITIZE PRINT SECURITY WITH LASER LINE

HP infuses security into printers. As an HP Silver Partner, Laser Line helps you maximize security across your print environment with automated monitoring, data encryption, malware protection, and extensive usage and cost reporting, providing you with end-to-end visibility across your print fleet infrastructure so you can maintain a safe and secure computing environment.

Rely on the world's most secure printers.¹ Let us handle your print management while you focus on your core business. We'll keep you worry-free. We'll handle the machines and keep it simple; you just put paper in and take paper out.

Laser Line provides document output solutions and prompt repair/replacement services for small businesses to Fortune 500 companies in the Maryland-Virginia-DC region. From printers to supplies, companies trust Laser Line for product expertise and customer service. We deliver the print solutions you need to:

- Control inventory and reduce costs
- Optimize workforce productivity
- Exceed user expectations
- Practice preventative maintenance

Start proactively protecting your print environment today. Contact Laser Line to learn more about how you can safeguard devices, data, and documents across your entire print fleet. Call us at 410-636-1700 or email sales@amalaserline.com.



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