The top three reasons to secure business process printing

According to Forrester Research, in 2007, most firms plan to spend between 7.5% and 9% of their IT budgets on security, regardless of their size, geography, and industry.[1] It's a sizable investment, especially when you consider that analysts expect IT spending on the whole to rise no more than 6%.[2] Clearly, organizations are willing to go to great lengths to protect valuable business information. Yet the sad fact is that these efforts can be easily nullified during the simple act of printing over a network. Here is a quick look at just three of the many reasons it's time to put an end to this frequently overlooked vulnerability.

1. Security breaches exact a steep toll.

There is little consensus when it comes to putting a price tag on security breaches. Depending on who is doing the math and when, the per-incident cost can be as high as:

» $4.8 million – Ponemon Institute[3]

» $1.5 million – U.S. Department of Justice[4]

» $167,000 – CSI/FBI[5]

As staggering as these costs are, they may be insignificant compared to the price organizations pay in terms of lost consumer confidence. Forrester Research estimates that 10 – 20% of potential customers will be scared away by a security breach in a given year.[6] The chart below illustrates the various cost categories that typically come into play as a result of a security breach.

The Cost Of A Breach, Broken Out For Three Sample Companies

Category	Description	Cost per record		
		Company A: Low-profile breach in a non-regulated industry	Company B: Low-profile breach in a regulated industry	Company C: High-profile breach in a highly regulated industry
Discovery, notification, and response	Outside legal counsel, mail notification, calls, call center, and discounted product offers	$50	$50	$50
Lost employee productivity	Employees diverted from other tasks	$20	$25	$30
Opportunity cost	Customer churn and difficulty in getting new customers	$20	$50	$100
Regulatory fines	FTC, PCI, SOX	$0	$25	$60
Restitution	Civil courts may ask to put this money aside in case breaches are discovered.	$0	$0	$30
Additional security and audit requirements	The security and audit requirements levied as a result of a breach	$0	$5	$10
Other liabilities	Credit card replacement costs. Civil penalties if specific fraud can be traced to the breach.	$0	$0	$25
Total cost per record		$90	$155	$305

Source: Forrester Research, Inc.

2. Secure printing is efficient printing.

HP and its partners provide a wide array of security solutions for printing and imaging. But the business benefit derived from their implementation is not limited to simply protecting the devices and information on your network. Here are just some of the many additional cost and productivity advantages that can also be realized.

Solution	Security Advantage	Cost Advantage	Productivity Advantage
HP MFPs	Support a wide range of industry-standard security protocols Enhances secure management, device integrity, privacy and access control	Device consolidation reduces footprint	Put functionality at the user's fingertips; no more time wasted going from device to device
HP's Jetdirect 635n internal print server	Supports IPv6, IPv4 and IPsec	Future-ready technology protects IT investments. Check www.hp.com/go/jetdirecttrade for savings opportunities	Helps organizations quickly and easily comply with OMB and DoD IPv6 initiatives
HP Web Jetadmin	Fleet-based security management	Simplifies and lowers the cost of management and supplies	Dramatically increases IT productivity and end user productivity
HP Digital Sending Software 4.0	Can be used to verify user identity using LDAP, NTLM, Novell or Kerberos network security Tracks and limits usage by device	Reduces cost of producing, distributing and storing documents	Leverages existing IT infrastructure—network authentication, e-mail addresses and fax services
HP Output server	Provides enhanced security and reliable delivery of critical business documents from ERP systems such as SAP R/3 and Oracle	Reduces support costs	Enables enterprise-wide management, providing a single route to all output devices

3. Printing security reduces compliance risks.

In light of the volume of sensitive information that typically flows through the printing and imaging environment, it pays to identify potential risks as well as measures you can take to prevent them. Here are some you may want to be on the lookout for.

Potential risk:	May be addressed by these types of printing and imaging security measures:
Sensitive information is picked up by an unauthorized recipient at the printer	**HP server-based and device based access authentication** – All HP MFPs and digital senders offer server-based Windows NTLM, LDAP, Kerberos and Novell authentication and authorization that integrates with your existing infrastructure to help your organization manage user access, prevent unwanted printing and digital sending, and help secure access to the management utility to prevent unwanted device configurations.
E-mail is breached and altered while in transit to printer	**HP Digital Sending Software** – The secure send capability of the digital send software for HP MFPs provides a secure path from the MFP across the network. Digitally sent documents are encrypted as part of the secure path to the applications, folders and e-mail.
Business critical information is breached while languishing on the print server	**HP Secure Storage Erase** (also known as HP Disk Wipe) – Eliminates data from the disk drive so unneeded information can be easily purged.

Why HP for printing and imaging security?

HP has been an industry leader in printing and imaging innovation and reliability for more than 20 years. Whether you need to buy one printer, enhance the security of your entire fleet, or you want to improve and transform the way you manage your printing environment, HP has the expertise, experience and technology to deliver the right solution, right now.

Looking for more accountability, security and a better return on your printing and imaging investments? HP Managed Print Services can:

» Quantify the total costs of your existing printing and imaging infrastructure

» Help you identify savings opportunities and reconfigure your environment to take advantage of them

» Provide ongoing supplies, service and support designed to meet your company's unique business needs

» Monitor performance to maintain cost-effective and secure operation over time

» Manage your printing and imaging environment for improved business results

Your local HP representative can help you explore a variety of cost-effective strategies for securing and enhancing your printing and imaging environment today and into the future. They can even help you create a comprehensive security strategy that addresses your organization's specific printing and imaging security concerns.

Want to know more?

» HP provides a wide array of secure printing and imaging solutions for HP LaserJet printers and HP MFPs to help you simply and easily elevate the status of these devices to of your overall security plan. Visit **www.hp.com/go/secureprinting** for details.

» To learn more about HP Managed Print Services visit us online at **www.hp.com/go/mps** and **www.hp.com/go/printservices**.

» For the remaining white papers in this series plus the latest research, tips and tools for lowering costs and improving IT, visit the HP Printing and Imaging Resource Center at **www.hp.com/large/ipg**.

» See what other people in your industry are doing to manage their environments and keep their data safe. Visit **www.hp.com/blogs/enterpriseprinting** to see what is going on.

Notes

1. "2007 Security Budgets Increase: The Transition To Information Risk Management Begins," Forrester Research, Khalid Kark, January 2007

2. "IT Spending 2007: Plenty to Celebrate, Even if It's Not Time to Party Like It's 1999," Tom Pisello, ComputerWorld, February 2007

3. "Ponemon Report Shows Sharp Rise in the Cost of Data Breaches," Ponemon Institute, October 23, 2006

4. Trusted Strategies, commissioned by Phoenix Technologies, "Network Attacks: Analysis of Department of Justice Prosecutions 1999 – 2006"

5. 2006 CSI/FBI Computer Crime and Security Survey

6. "Calculating The Cost Of A Security Breach," Forrester Research, Khalid Kark, April 2007

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