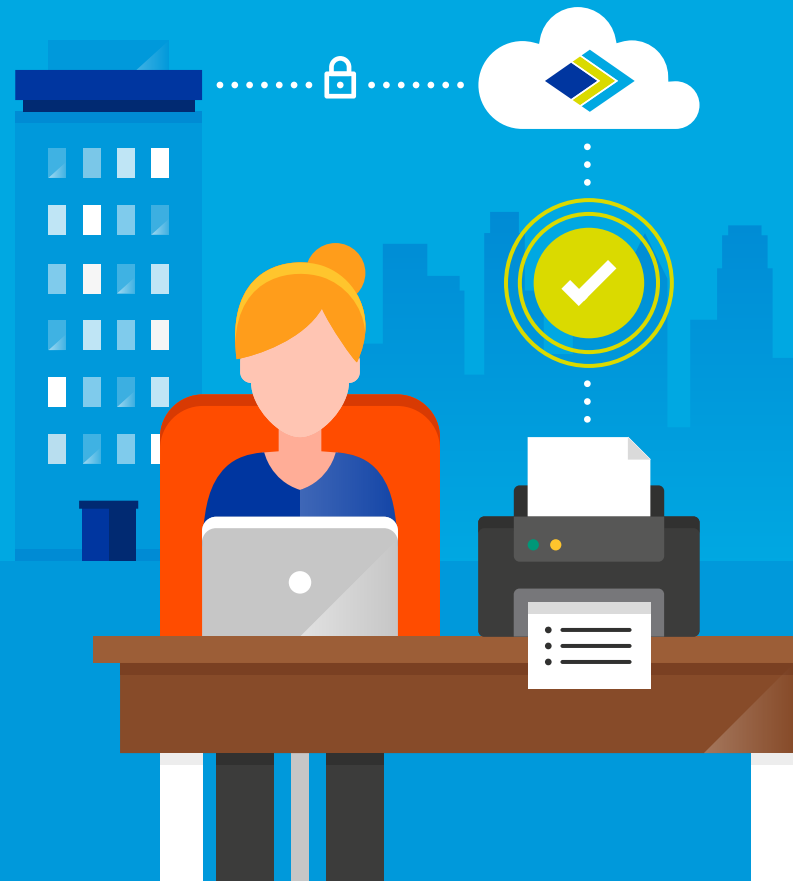


# What is Driving the Need for Affiliate Printing?

Most large enterprises are moving to a **cloud-first strategy**. While corporate networks will still exist, companies want to use the Internet to support external locations, users, and suppliers.



Typically, organizations are looking to:



Decommission WANs and VPNs and replace them with an Internet-only connection that uses modern authentication methods and industry-proven security protocols.

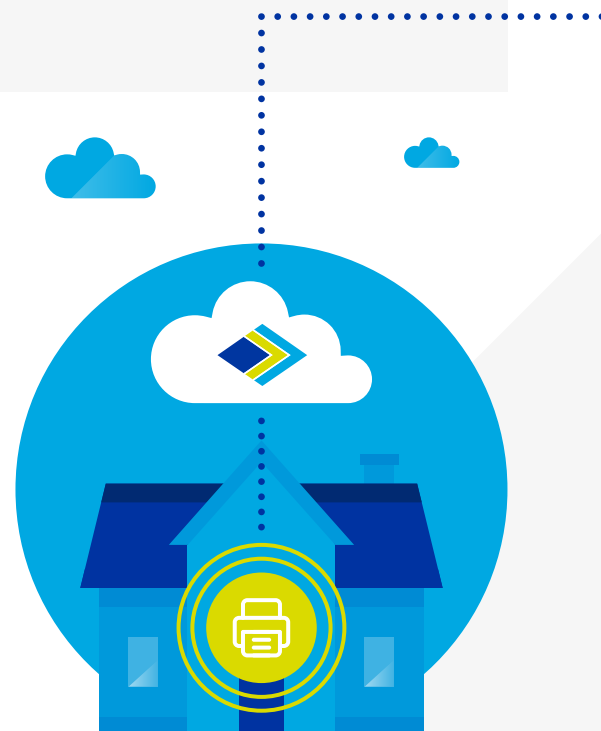


Upgrade their network security to improve data privacy without creating printing problems as a result.

## How Is This Relevant to Printing and Scanning?

If your printers are in locations outside your corporate network, how do you authenticate users, set their print rules, enable them to print from business applications, ensure secure data transfer, and audit all print activity?

**This is where Affiliate Printing comes in.**



# What Is Affiliate Printing?

Affiliate Printing enables printers outside the corporate network to be defined, managed, monitored, supported, and audited in the same way as traditional network printers. All print-related network traffic is sent using HTTPS to protect sensitive business data while it is moving across the public Internet.

**With Affiliate Printing, you can:**

## Enable SAP Push Printing via the Public Cloud



### ! Problem

VPSX is hosted in the public Cloud (or off-network in some capacity). SAP Push Print is not possible because VPSX software cannot see the printer.



### ✓ Solution

Affiliate client is placed on desktops inside the remote network. This enables print data to flow from SAP, to VPSX in the public Cloud, to the Affiliate Client using IPP, then to the printer.

## Print from SAP Applications to 3rd party Locations Over the Public Internet



### ! Problem

Moving away from standard VPN for remote locations and 3rd party warehouses due to strict security requirements. Direct print stopped working due to its static IP address requirements.



### ✓ Solution

Use LRS Affiliate Print solution to enable application printing for 3rd party printers in the warehouses (via the public Internet). These printers are managed and secured by the application owner.

## Enable Printing for Mobile Workers via the Public Internet



### ! Problem

Roaming delivery and other staff won't be able to print when current apps migrate to the Cloud. These front-line workers need to print from a Citrix session on an iPad over the public Internet. Current, untenable option involves installing apps on printers.



### ✓ Solution

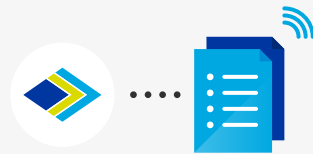
Implement LRS Solution to enable printing in current mode before migration with future-proof solution when data centers are deactivated, and Cloud-First strategy is enabled.

## Remove Leased Lines, VPNs, and Manual Email Processes for Printing Documents



### ! Problem

Requires troublesome VPNs for direct print. Alternately, the company must manually email documents to the subcontractor for local printing (unaudited and untracked).



### ✓ Solution

Implement LRS Affiliate Print software for subcontractor printing with no manual intervention, no VPNs, and complete auditing and reporting of document print.

## Reduce Costs and Reduce Security Risk



### ! Problem

Current printing method via leased lines or VPNs needs to be replaced as it presents a security risk to the company's data, users, and internal systems.



### ✓ Solution

Adopt LRS Affiliate Printing to enable on-site 3rd party printing. Fully managed and controlled by the customer. Reduce overall cost by removing requirement for outdated technology.

# What are the Benefits?



## Save Money

Eliminate network expenses related to leased lines, WAN expansion, and VPN software and hardware.



## Improve Security

Employ transactional security and authentication along with robust encryption of data both at rest and while moving across the network.



## Cloud-First

Provide a strategic enterprise solution for Internet-only connectivity that is cost-effective and futureproof.



## Reduce Complexity

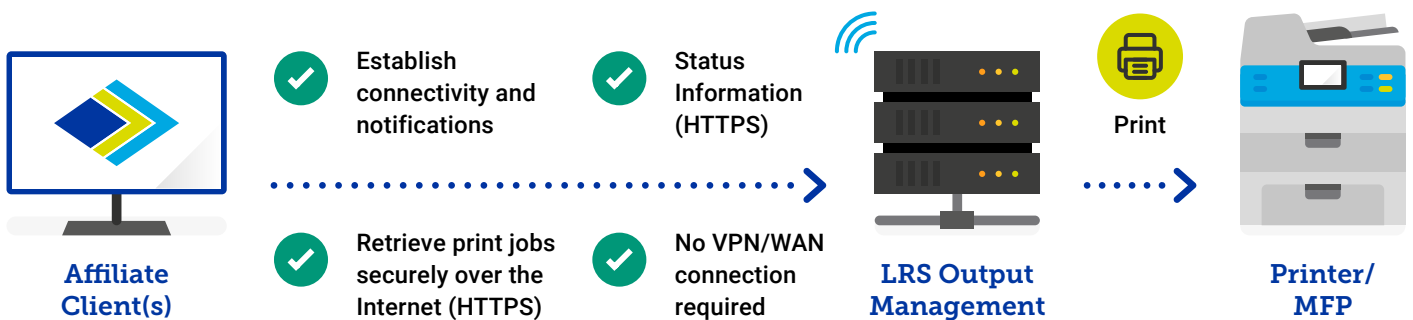
Manage the print jobs and devices of your external users right alongside those of your internal ones.



## Simplify End-User Experience

Provide users a single unified experience whether they are on or off the corporate network.

## LRS Affiliate Printing at a Glance



A lightweight “client” module is installed at one or more Windows workstations at a remote site. This client communicates with the Cloud-based LRS Notification Service, which triggers secure document delivery to remote sites.

Affiliate Print devices appear in the same admin console as all other printers, and you can still track backend application

print data, including who prints, when, how, and where for security and cost control.

The Affiliate Client initiates print requests from inside the firewall at the remote site using the HTTP and/or HTTPS ports that are normally left open for Internet traffic. No special ports need to be opened to enable secure print.

## Which protocols are supported?

The LRS Affiliate Printing solution leverages **commonly-used networking standards**, including:



HTTPS for encrypted transmission across the open public Internet.



IPPS for data protection once documents are received on the remote LAN.



IPP, Sockets, and ZPL to support a wide variety of devices.

For **further information**, please visit our website at:

[www.lrsoutputmanagement.com/cloudprinting](http://www.lrsoutputmanagement.com/cloudprinting) or email us at [eominfo@lrs.com](mailto:eominfo@lrs.com)

