



ALTernatives

Printing & Imaging News for ALT Customers

Why MFPs Matter to IT Ensuring Security on the Network

Part four of a four-part series on "How to Cut Costs and Go Green While Increasing Employee Productivity"

Welcome to the final installment of our four-part series on how to cut costs and go green while increasing employee productivity! Over the past few months we have discussed the advantages of “right-sizing” your print fleet, reducing your company’s carbon footprint and streamlining processes through a variety of managed print services. Part four focuses on importance of ensuring data security on the network.

Despite the critical roles networked imaging and printing resources play in the processes and workflows of large and small organizations alike, IT professionals frequently ignore security threats to the imaging and printing infrastructure and often leave it entirely unsecured. Imaging and printing environments aren’t currently a primary target for network attacks, but this will likely change as hackers find traditional servers more difficult to exploit and look for other targets.

If IT fails to safeguard these valuable resources beforehand, attacks against unsecured network communications can endanger data confidentiality, which can increase litigation exposure and compromise compliance with government and industry regulations like the Health Insurance Portability and Accountability Act (HIPAA), the Sarbanes-Oxley Act of 2002, the Patriot Act, the California Database Protection Act of 2001, the Gramm-Leach-Bliley Act (GLB), the Basel II Accord, the IPv6 Mandate, and SEC rules. For example, print and digital-send jobs sent via traditional 802.11x networking can be inter-

cepted, compromising the confidentiality and integrity of the information.

Imaging and printing security threats will undoubtedly increase. For instance, the Computer Security Institute reported in its 2005 CSI/FBI Computer Crime and Security Survey that unauthorized access rose dramatically in the last year and replaced denial of service as the second most significant contributor to computer crime losses. And recent publications by hacker groups have raised the awareness that imaging and printing devices are more than simple appliances and that these devices have capabilities beyond printing and scanning. Unauthorized data access isn’t the only problem, either — denial-of-service strikes against networked MFPs and printers can diminish productivity, and unauthorized device usage can deplete consumables stocks and increase supplies costs.

Just about anyone can launch attacks against a network and a company’s information assets if an MFPs physical and electronic access isn’t securely controlled and protected. Those attacks can be as simple as someone picking up documents left in the MFPs output tray, to malicious worms pulling sensitive documents off the network.

The Computer Security Institute (CSI) estimates that the cost of a successful security attack averages \$345,000, with 46% of companies reporting a security incident in the past 12 months.

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Save The Date!

Come join us for a 20th Anniversary celebration on **Friday, June 18, 2010 from 1-5pm** at our Cleveland location. We’d like to thank you, our customer, for trusting ALT with all your printing and imaging needs. More details to follow. RSVP by calling 1.800.888.9752 or email Cheryl at charris@altconnect.com.

Solutions That Work™



hp LaserJet MFPs ensure end-to-end security

Ensuring Security on the Network (cont.)

An MFP's entire system, along with any device management software on the network, must be evaluated and certified in order for IT and all the workers of an organization to be certain that their documents and network are safe and secure from information predators—or even from internal security breaches. In this respect, not all MFPs are equal. A comprehensive approach, based on foundational, functional, advanced and usable security, is critical to the information assets of today's businesses.

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MPS programs can help you achieve more effective security and mitigate compliance risk through software that delivers authentication and access control capabilities. For example, MPS can deliver lock-print capabilities that enable you to assign a personalized code to each employee who must manually enter the code into a printer before the device will print a hardcopy. This type of workflow control ensures that the right person is physically present at the time of printing so that documents don't inadvertently fall into the wrong hands.

MPS software can also be used to block certain employees from printing certain enterprise data,

such as employee records, salary information, customer lists, and corporate financial information. You can also use software to monitor and manage the end user—for example, you can see who has printed what and when, right down to each individual job. So if there is a breach in security, you have complete visibility into the event.

HP In The Spotlight



HP has made security an integral component of its imaging and printing devices and solutions. In addition to supporting a wide range of standard, trusted security protocols, HP digital senders and HP LaserJet MFPs and printers offer industry-leading security capabilities and solutions that are designed to enable secure management, network communications, output, access, and device integrity. Moreover, HP has reduced complexity — the biggest obstacle to ensuring end-to-end security. Impressive security features are frequently ignored because IT can find them difficult to implement, so HP focuses not only on delivering state-of-the-art security capabilities, but creating seamlessly integrated, easy-to-use solutions, as well.

For a full report on HP's LaserJet MFP end-to-end security, visit www.altconnect.com/equip.asp or contact ALT at 1.800.888.9752.



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5 Areas Most At Risk When Using an MFP...

- 1. From the desktop:** A file can be seized en route from the desktop to the server.
- 2. At the server:** Jobs sent to the MFP for printing typically sit unprotected on the server queue.
- 3. Between the server and the MFP:** Information is fully exposed to anyone who can tap into the network.
- 4. On the MFP:** All information sent to the MFP is stored in the device's hard drive. MFP hard drives can store about as much information as a PC hard drive.
- 5. Left in the output tray:** It is common to pick up printed materials that belong to a co-worker or to forget documents at the printer, leaving information open and available to anyone with access to the machine.

Just the Facts

Celebrating Earth Day

- + Earth Day was first celebrated on April 22 in 1970. More than 20 million Americans participated in this first Earth Day celebration.
- + The first major international conference on environmental issues was held in Sweden in 1972 and was sponsored by the United Nations.
- + NERC's Environmental Benefits Calculator is the most up-to-date, accurate, and comprehensive tool of its kind in the United States. Among the Calculator's unique features are the environmental benefits of computer recycling and re-use calculator, an energy savings comparison chart, and an emissions savings comparison chart.

To access, the calculator, visit http://www.nerc.org/documents/environmental_benefit_calculator.html.

