

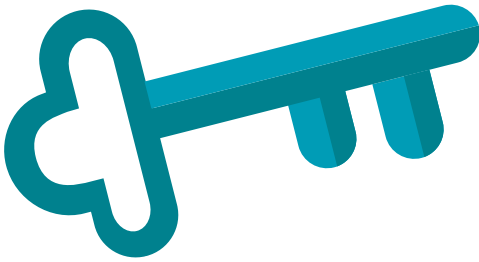
# WELCOME THE CONSUMERIZATION OF PRINT

With digitalization and cloud technology, we embrace the consumerization of print. Consumerization of IT (CoIT) refers to technology trends first popularized in the consumer world captivating the business world. With cloud-native print platforms, bring-your-own-device (BYOD) capabilities, and brand-agnostic solutions built into a single SaaS offering, print is becoming a vital part of IT consumerization.

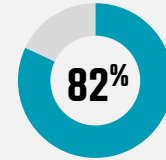
**THIS ENABLES IT DEPARTMENTS TO BECOME BUSINESS-FOCUSED**



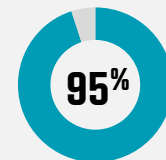
## THE CLOUD IS A KEY COMPONENT IN THE CONSUMERIZATION OF PRINT



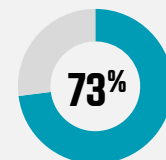
It allows users to achieve immediate fulfillment and access their print infrastructure wherever and whenever they need it. With cloud print software, get ready to become digitally proficient with digitized workflows that are available from anywhere in real-time.



of organizations leverage BYOD  
*Cybersecurity Insiders*



of businesses will leverage the cloud by 2025  
*Gartner*



of companies consider SaaS the most important technology for business success  
*Harvey Nash*

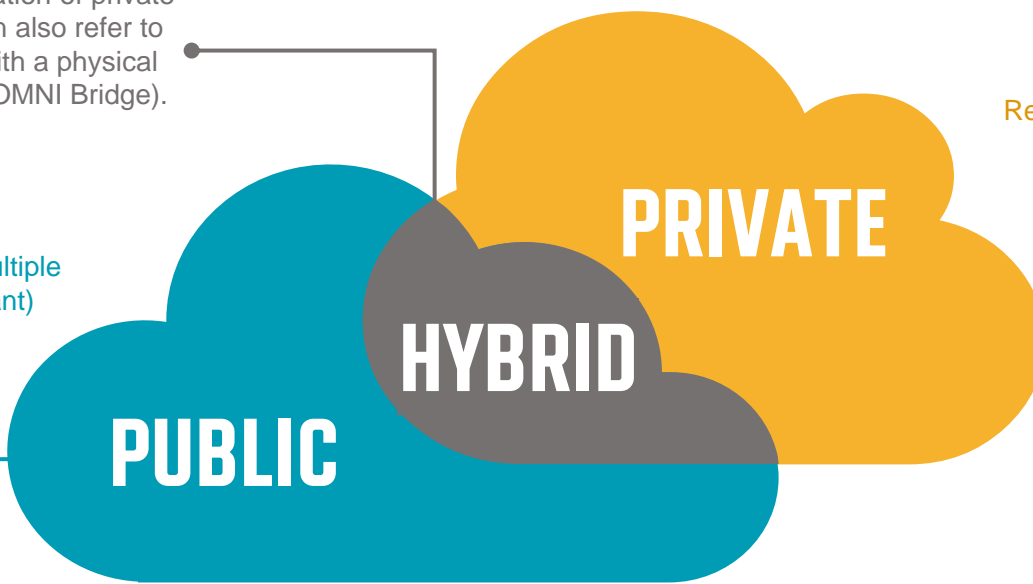
## ACHIEVE RAPID AND OUTCOME-FOCUSED DIGITAL TRANSFORMATION WITH CLOUD

### LET GO OF PRINT MANAGEMENT WITH CLOUD AND EMBRACE THE FOLLOWING BENEFITS

- Infrastructure flexibility
- Brand agnosticism
- Serverless printing
- Portable capabilities
- High availability
- On-demand scalability
- Autonomous risk mitigation

A customized combination of private and public cloud. Can also refer to cloud accessibility with a physical gateway (Like YSoft OMNI Bridge).

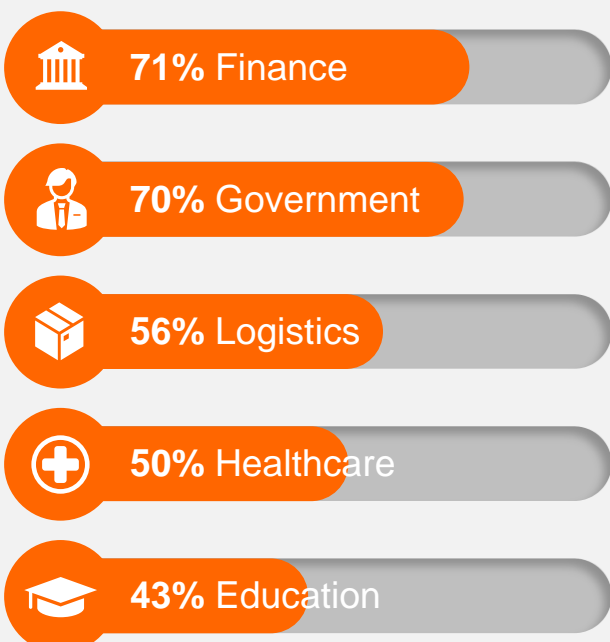
Resource shared by multiple customers (multi-tenant)



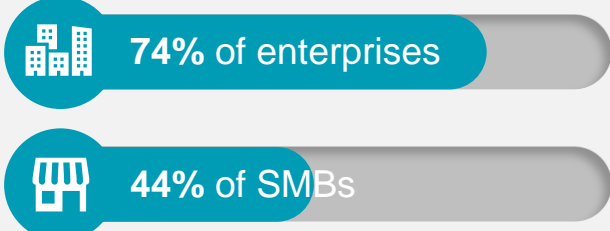
Resource dedicated to a single customer (single-tenant)

## CLOUD ADOPTION

BY INDUSTRY



BY MARKET



Sources: Statista, TechRepublic

## CLOUD-POWERED CUSTOMER OUTCOMES

**1**

Instead of being a support role, IT now builds the backbone of the digital enterprise.

**2**

IT implements digital use cases that lead to top-line revenue growth.

**3**

IT is viewed with strategic importance as a business-critical enabler.

## CLOUD PRINT IS THE FUTURE

2027

Cloud will be the pervasive style of computing.

*Gartner*

2028

The cloud computing market will surpass \$1 trillion.

*Precedence Research*

2023-2033

Cloud print services projected growth rate of 11.7% CAGR.

*Future Market Insights*