

# Brother Product



Every organization is different,  
but generally, **when it comes to print,  
the pain points they face are universal**

## Is managing print a pain?

Looking to lessen the load on IT and make printing simpler for end-users?

## Time to get your head **in the cloud**.

Hybrid Cloud Platform (HCP) now includes an embedded client for Brother printers and MFPs, providing partners and customers with greater flexibility, and an easy way to migrate print to the cloud.

- ◆ Easy to configure and deploy Brother devices
- ◆ Flexible, scalable SaaS subscription model
- ◆ Reduce pressure on IT and lower support costs

# Transform an on-premise print environment to a **cloud-based service**

Eliminate print servers and enjoy a user-centric, modernized print infrastructure that's secure and simple to manage in the cloud.

## Make print part of your organization's cloud strategy



### One driver

HCP's full-featured single driver makes troubleshooting printer driver conflicts and managing updates a thing of the past. All updates are included right into the HCP driver, and it's easy to add or remove devices without installing another driver, driving significant economies of scale.



### Lighten the load

HCP lessens the burden on IT, automating time-intensive tasks from configuring printers, installing devices on client computers, end-user provisioning, setting print policies, to managing security updates.



### Reduce costs

Eliminating reliance on print servers, combined with removing the need to allocate expensive resources to provide ongoing support and helpdesk services for print, can improve the bottom line. Plus, as HCP is provided as-a-service - there are zero upfront costs, organizations simply pay for the licenses they need.



### Make printing easy

HCP's embedded client is integrated directly into the native functionality of the Brother Solution Interface (BSI) platform, providing end-users with easy access to print directly from the device's control panel. For secure pull-printing, there's just one print queue that connects every printer, every user, and every office, enabling seamless printing without IT intervention



### Security is all taken care of

HCP's SaaS model means customers benefit from an always up-to-date security model and continuous design improvement. Security features include end-to-end server to hardware encryption, user authentication, auditing functionality, and integration with most leading authentication providers. It's also designed for zero trust environments.



### Streamline print infrastructure management

HCP enables IT to manage and control the entire printing infrastructure from a single web-based interface.



**Want to learn more?**

[www.everyoneprint.com/hcp](http://www.everyoneprint.com/hcp)



**Contact us:**

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