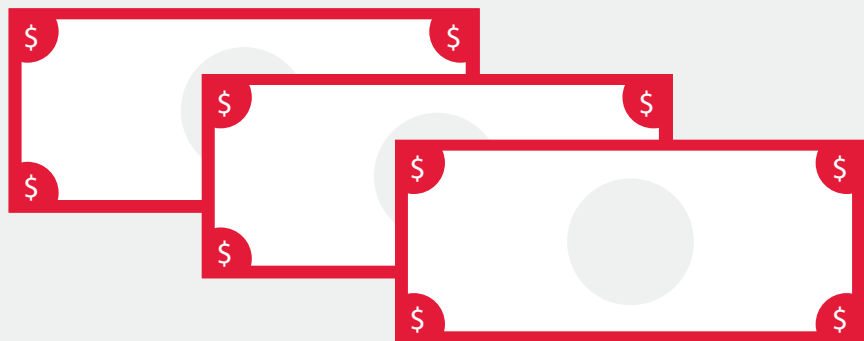


# PRINTING IS BACK IN A **BIG WAY.**

Think printing can't play a major role in your business? Think again. It can help lower costs, boost productivity and even improve security. Come see how CDW and HP printing solutions can **BRING YOU BIG SAVINGS.**



## 10% to 30%

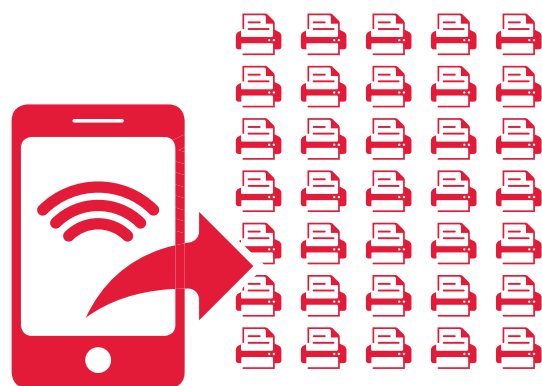
The estimated printing costs saved by businesses with active print management plans.<sup>1</sup>

## SAVE PAPER (IN MORE WAYS THAN ONE).

Managed Print Services from CDW can streamline processes and prevent wasted resources, making it an extremely effective way to cut costs.

## MOBILE PRINTING. IT'S GONNA BE HUGE.

With the number of mobile devices growing every day, the demand for mobile printing is bigger than ever. And it's only going to grow.

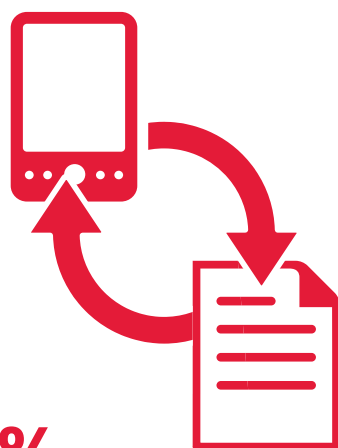


## \$11.87 billion

The market for mobile printers by 2018.<sup>2</sup>

## THE LIMITS HAVE BEEN LIFTED.

Mobile printing solutions make it easier for your employees to work from more places, so they can get more done.



## 64%

of consumers said work would be easier if they could print from mobile devices.<sup>3</sup>

## THEIR CONVENIENCE = YOUR ADVANTAGE.

Many people already use mobile printing at home. Simply allowing them to harness that power for work can give you a competitive advantage.



## 73%

of consumers have printed from their smartphones to their personal printers.<sup>3</sup>



## 17%

are able to do the same thing at work.<sup>3</sup>

## WHEN SMART PRINTING GOES UP, CYBERCRIME GOES DOWN.



No one thinks of printers as targets for cybercrime – and that's just how cybercriminals like it. Print management and security tools can help you defend against attacks.

## 90%

 of businesses have suffered a printing-related data loss.<sup>4</sup>

## CDW AND HP. IN IT TOGETHER WITH YOU.

From next-gen products to services that save you time and money, CDW and HP can help turn printing into one of your biggest advantages.



HP Printing Solutions



CDW Managed Print Services

MKT3269

<sup>1</sup> Consumer Reports, *The High Cost of Wasted Ink*, June 2013

<sup>2</sup> ReportLinker forecast, *Global Mobile Printers Market Forecast and Opportunities*, 2018, January 2014

<sup>3</sup> Cortado report, *Mobile Printing with Smartphones and Tablets*, October 2014

<sup>4</sup> Quocirca report, *Managed Print Services Landscape*, 2014, June 2014

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