



Google Cloud Print

Business Challenge

Mobile printing has become pervasive across most enterprises. It's a state of always-on, barrier-free connectedness that entertains, enlightens and helps people get work done faster. However, users need the ability to print a file from a mobile device the same way they print from their PCs, from using click print and set print options to easily find a printer and get quality output with every job.

While users expect desktop and mobile printing to be equally convenient, IT managers know the challenges of providing seamless output from a mobile device due to mobile's unique characteristics:

- ▶ Multiple mobile operating systems with varying native OS print capabilities
- ▶ Rapid and continual evolution of mobile OS platforms
- ▶ Varying connectivity over cell connections, Wi-Fi and corporate networks
- ▶ Usability and support challenges associated with finding and connecting to a printer
- ▶ Mobile security schemes that differ from traditional enterprise security standards

What is Google Cloud Print?

Google Cloud Print is a built-in print capability on Android devices and Chromebooks that enables a driverless direct print experience on a local network, as well printing via the cloud to a cloud-connected print device. Lexmark provides a broad selection of devices that are certified as Google Cloud Print Ready to ensure a seamless printing experience.

Lexmark's advantage

With Lexmark, Google Cloud Print is available standard on your device. You can quickly register a printer to your Google account through the Embedded Web Server of the printer. Once registered, you can easily print from your smartphone, tablet, or Chromebook.

Advantages of Google Cloud Print

- ▶ **Print anywhere, anytime:** Upload files to Google services like Google Drive and print them at your convenience
- ▶ **Easy access to Google:** Fast, hassle-free printing for Google account users through Google Services
- ▶ **Ideal for mobile users:** Seamless printing for business travelers, remote workers, hoteling employees and Chromebook users