

# From Print Nightmare to Cloud Dreams: Why an FTSE 250 Engineering Firm Chose Printix for Secure Cloud-based Print Management

Cloud print management service Printix, delivers secure cloud-based printing for a large, multi-national, engineering company.



## Executive Summary

An engineering company with a globally dispersed userbase, working from multiple mining bases, remote offices, and home offices, required a seamless, secure, and fast solution to printing. Security became an urgent issue when the “Print Nightmare” Microsoft Print Spool Service vulnerability came to light. The company carried out evaluations of several cloud-based print management platforms, ultimately choosing Printix for its usability, security, and deep integration with its existing Microsoft infrastructure.

“If the (print) service could perform well in the remote regions of outback Australia, then it should be suitable for anywhere.”

– engineering company representative

## About the engineering company

The company is a multinational engineering firm listed as an FTSE 250 organization. The company is headquartered in the UK with branches across the world. Like many organizations, the company has experienced a recent major ransomware threat. Also, the company was put under additional pressure to harden its print infrastructure when it became a victim of the Microsoft “Print Nightmare” security vulnerability. These issues prompted the company to future-proof its print infrastructure by migrating to Printix, a secure cloud print platform.

## It's a nightmare, a print nightmare...

The enterprise print environment is increasingly a security target, research from Quocirca pointed out that 64% of organizations have suffered data loss because of insecure printing practices. One such recent print security problem became a nightmare for our client, a multinational engineering company. A security vulnerability, known as "Print Nightmare", became a literal nightmare for the organization: the vulnerability highlights the age-old conundrum of security vs. usability. This aptly named security flaw affects Windows 7 onwards, opening an exploitable hole in an organization's infrastructure. The vulnerability in the Windows Print Spooler service was originally identified by the US Cybersecurity & Infrastructure Security Agency (CISA), CERT Coordination Center. The vulnerability is one of many found over the years in the Print Spooler service by security researchers. The Print Nightmare flaw allows a hacker to execute malicious code on a vulnerable system, modify data, and even create new privileged admin accounts. Microsoft has released a patch to fix the Print Nightmare flaw, however, CISA points out that this fix is still not entirely effective.

"The Print Nightmare security incident seriously affected the company's integrity, business process, and IT administration and support. In turn, the user experience for many employees was adversely affected."

– engineering company representative on the serious nature of the Print Nightmare security issue

Security issues such as this are not uncommon in enterprise print environments. The engineering company that went on to choose Printix, understood that they must find a fix for not only the Print Nightmare problem but any future security flaws.

The key remit of the company when evaluating cloud print management options was to find a solution where usability and security were balanced. As printing is typically carried out by a variety of employees at the firm, the actions needed to 'print' must be intuitive and easy, however, this must also be a highly secure operation. The engineering firm wished to change this narrative and find a solution that secured their print environment, whilst maintaining usability across their expanded employee base.

## The triad of evaluation: cost-savings, usability, and security

The engineering firm had started a global migration away from on-premise servers and infrastructure when they began their search for a cloud print management solution. This move was done in partnership with Microsoft, but because of security concerns, this migration effort had to be ramped up significantly. Key to the evaluation of a print solution was cost savings as well as opportunities to increase staff productivity and confidence. An important aspect of a successful trial of Printix was attention to customer needs. Printix worked closely with the lead IT Director (based in Australia) during the test phase. A full analysis of the requirements was performed in collaboration with the firm. This analysis included the system architecture, print methods per user requirement, and a security assessment.

Evaluation of a candidate cloud-based print service included Microsoft's Universal Print Cloud Service. Whilst Microsoft Universal Print was highly considered, Printix was preferred for its market maturity, extended feature options, and SaaS pricing model.

"...the business was under significant pressure to take quick action to resolve print security and service issues.: meeting both was the challenge that Printix solved"

Printix was chosen as it met all the requirements needed to create a secure, usable, cloud-based print management ecosystem.

Some of the key features of Printix that met the remit of the engineering firm included:

- ✓ Cloud-based, Software as a Service (SaaS)-based printing service
- ✓ Highly scalable to meet the demands of extended branches and locations (including highly remote areas of the world)
- ✓ Does not require traditional print servers
- ✓ Does not require VPN connections or software
- ✓ At Home Office feature for secure and usable home user printing
- ✓ Integration with Microsoft Power BI

**The full evaluation and design of the subsequent system took less than 8-weeks.**

## Deep integration with an existing ecosystem is an important factor

A key requisite of print service candidate choice was deep integration. The engineering firm uses Microsoft as the underlying technology ecosystem across the business. Any entrant product, solution or service was reviewed against the ability to tightly and seamlessly integrate into that ecosystem to add value to their investment.

Printix met this challenge head-on. Printix has invested in a 5 year ISV Partner relationship with Microsoft and is listed as a 'Preferred' partner on both Microsoft AppSource and Azure Marketplace. This relationship ensured that the deep integration needs of the client were met.

“Secure for today, plan and work like tomorrow.”

## Remote work, should not mean a lack of security and poor usability

Any cloud-based print management solution chosen by the engineering firm had to be tightly integrated with Microsoft Azure. The ability to allow users to simply print from anywhere to any location, whilst maintaining high security, was a MUST have requirement and why Printix was chosen by the firm.

Other reasons for choosing Printix included being:

- ✓ Print infrastructure agnostic
- ✓ Support for legacy licensing and hardware
- ✓ Ease of deployment via End Point Manager
- ✓ Integration with Microsoft Power BI for detailed reporting

The Printix Home Office feature was especially relevant to the firm, which is a highly dispersed company with many remote, hybrid, and home office workers. The IT Directors and Administrators for the firm predominantly work remotely from both HQ and the regional mining offices.

Printix was able to give the engineering company a future-proofed vision of printing that aligned and leveraged the existing company's IT strategy and investment.

Importantly, both the IT and test users' experience with Printix, from install to print, was highly praised as being by far the simplest and most assured of all evaluated solutions.

**Are you evaluating cloud print management solutions?**

Email [sales@printix.net](mailto:sales@printix.net) or visit [printix.net](https://printix.net)