

# How is print transforming for hybrid work?



Insights from 500 IT leaders



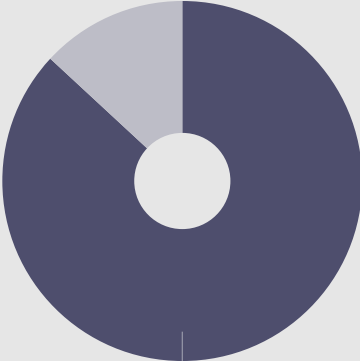
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# Executive summary

We asked 500 IT professionals in the US how their organizations are creating a print environment that adapts for hybrid work.



**More than 60%**  
of IT professionals cite reducing print management burden as a reason for transforming their print solution



**77%**  
of organizations have transitioned their print environment to the cloud or are on their way



**82%**  
of organizations already operating a cloud-based print solution are confident in their visibility of remote print usage,

versus



**only 23%**  
of organizations that have not migrated to a cloud-based solution



**Almost 50%**  
of businesses see the transformation of print as an opportunity to improve productivity by digitizing slow-moving, paper-based workflows



**Almost half**  
of the organizations with a print transformation strategy claim a desire to reduce their carbon footprint as a key motivation

# There is no one-size-fits-all approach

Organizations are rethinking their IT strategies and infrastructure as they find their rhythm in this new era of hybrid work.

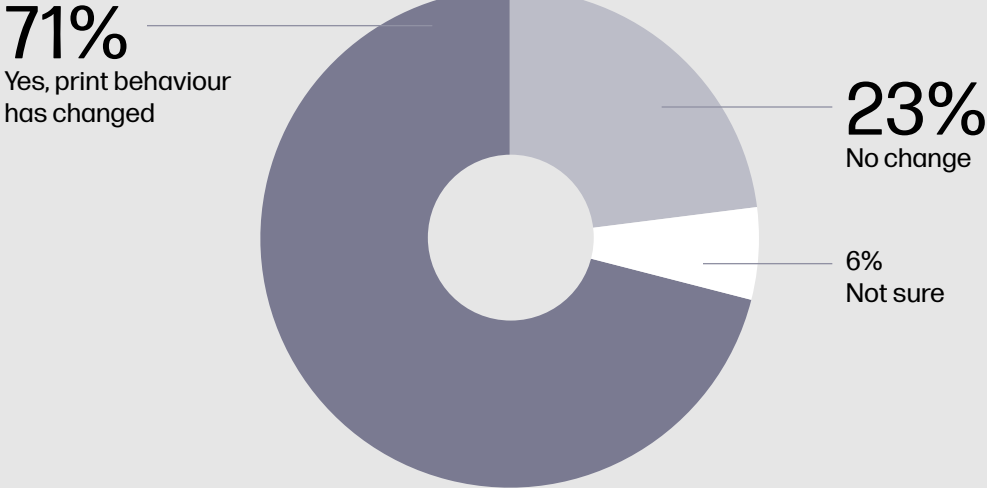
**For 71%** of respondents – across all sectors and sizes – print behaviors have changed, and will likely continue to do so, demanding flexibility and agility from organizations’ print ecosystems.



While print behaviors have certainly evolved, this change does not look the same across organizations. The desire to print less is more pronounced in larger organizations, yet it’s not universal. Many organizations are seeing print volumes recover to prior levels, or even increased compared to before hybrid work arrangements kicked in.

This tells us that there is no one-size-fits-all approach to evolving print ecosystems for the hybrid era. Every organization will have unique requirements that continuously evolve, and the critical attribute for all technology solutions is flexibility.

Has the shift to hybrid work changed your organization’s print behavior?



# Transformative IT leaders have their heads in the cloud

Almost a third of respondents have taken a giant leap toward print transformation and have migrated their print environments to the cloud.

## 45%

are on their way, meaning that over three quarters are seizing the opportunity to reshape work and successfully executing a move that will be foundational in their long-term approach to print.



We saw specific industries moving faster than others. Retail, Manufacturing, and Architecture, Engineering and Construction (AEC) are almost exclusively hosting their print environment in the cloud today.

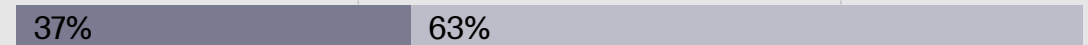
Has your print environment transitioned to being managed in the cloud?

ALL RESPONDENTS



BY INDUSTRY

Retail



Public Sector



Manufacturing



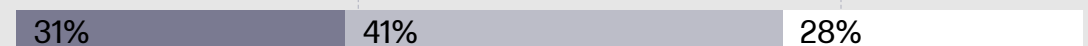
IT & Professional Services



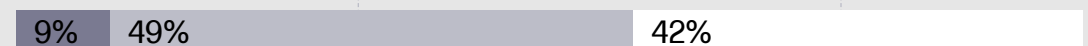
Healthcare



Finance



Education



Architecture, Engineering & Construction



# What is motivating IT leaders to transform their print ecosystem in the cloud?

Surprisingly, reducing print spend isn't at the top of the agenda. For the organizations that have embraced a cloud-based print solution, cost reduction ranks only fifth out of seven drivers.

It is easy to assume that cost reduction would be the primary driver of change. In the case of print, this doesn't appear to be true. In fact, reduction in print volumes was far from a universal phenomenon, with less than 50% of organizations seeing a reduction in print volumes. This suggests that reduced spend was simply a symptom of reactive fleet downsizing in many instances.

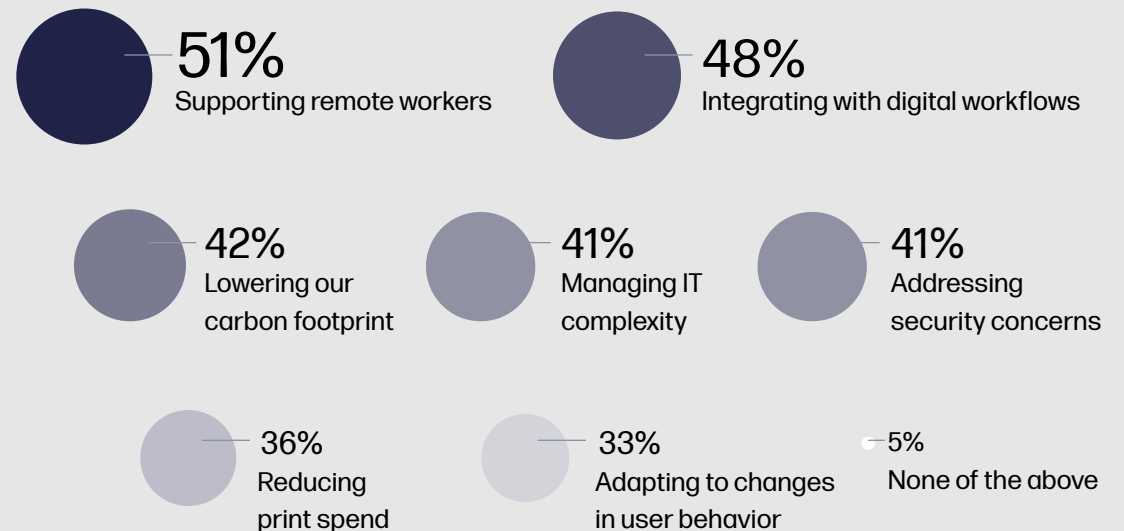


## Cloud adoption that delivers business outcomes

For 58% of organizations who are part-way through their migration of print to the cloud, supporting remote workers was a key driver for their cloud print adoption.

This suggests that for these organizations as well as those yet to migrate, getting the right device in the right hands at the right time is the priority. Looking across different industries, ensuring that the workforce remained connected through print was an urgent deliverable, so we can assume that paper-based processes still play critical roles within and across departments.

Which of the following drivers are influencing your print transformation?



"I feel that supporting our remote employees when issues arise is the most challenging part for our IT people because some of the remote workers are not technically sound and trying to resolve their issues takes much longer and becomes stressful for the IT team. It has doubled their workload."

- Senior IT Manager, Finance organization

# Enhancing productivity for distributed teams

Today, IT teams must ensure that distributed employees can produce their best work both individually and as a team. Print solutions must make document sharing simple and encourage collaboration regardless of how needs change.

Both technical and non-technical leaders have recognized that the effortless flow of information across the organization is critical to maintaining both corporate culture and high-speed innovation.



“Hybrid working can lead to a misalignment between those employees that are working in the office and those working remotely. Since one of the main appeals of hybrid is the balance between autonomy and collaboration, you need to make sure your hybrid working arrangement promotes both.”

- IT Manager, IT and Professional Services organization

The digitization of paper-based workflows, powered by the cloud, is radically reframing the contribution print can make to business outcomes. Many organizations are storing, managing, and applying digitized information in novel ways to embrace new and effective working practices where one office has become thousands.



# Maintaining endpoint security in remote settings



Even the most enthusiastic supporters of hybrid work approach this new normal with caution. The office printer could be kept under the watchful gaze of IT teams and secured with strictly enforced protocols. What about devices in the home?

How are remote workers getting their printing done now?

**58%**

At home with a personal printer

**41%**

At home with a company printer

**39%**

In office

For the IT leaders surveyed, hybrid work has intensified security concerns. The fragmentation of the workforce has resulted in the fragmentation of the attack surface, creating openings for opportunist hackers.

The growing number of in-home devices can create points of vulnerability that are increasingly hidden from sight. The survey indicated that employees wanted to print from home - whether it was an office or personal printer.



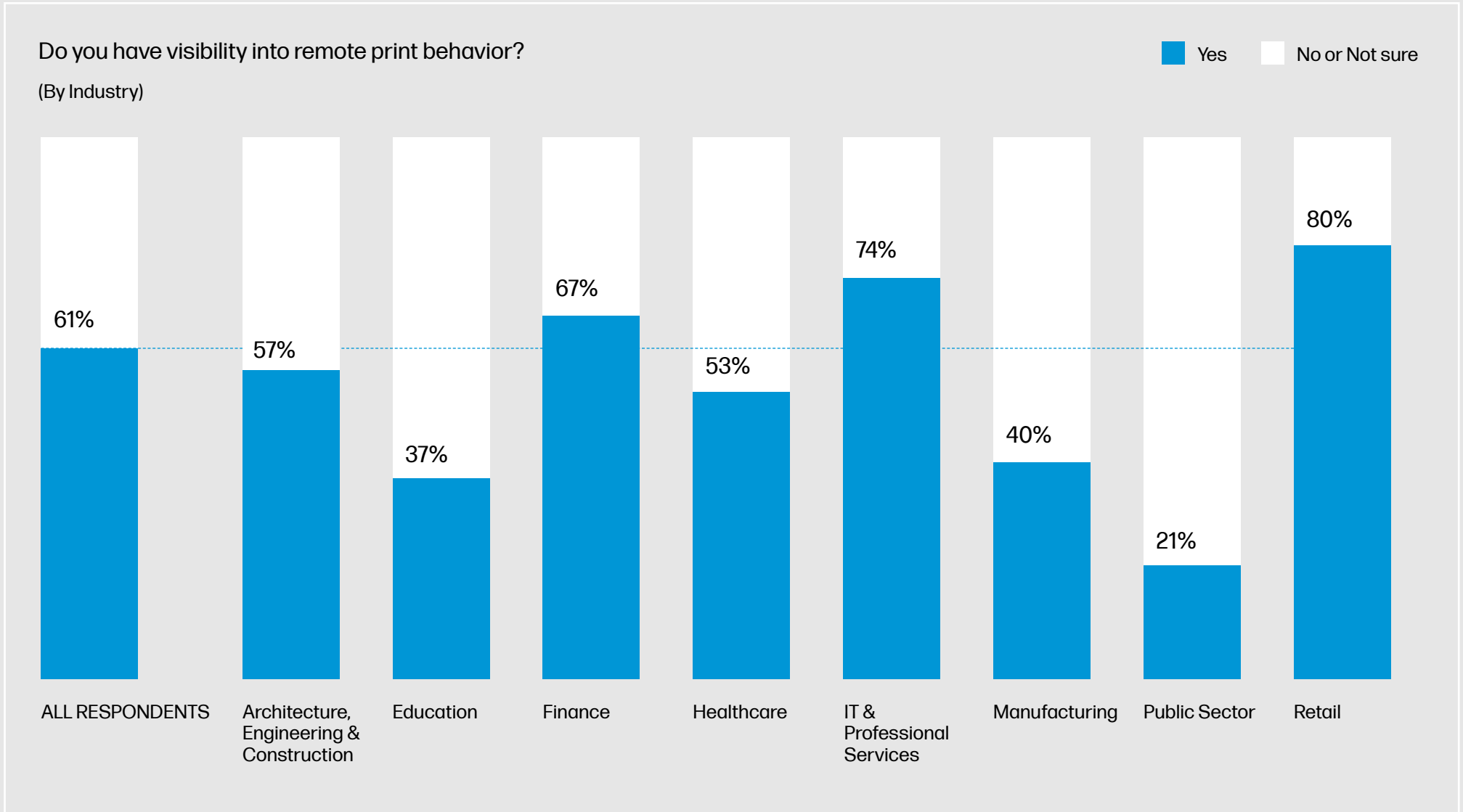
“Security is the biggest challenge. We have far less visibility into our employee devices and behavior than before.”

- IT Manager, Retail organization





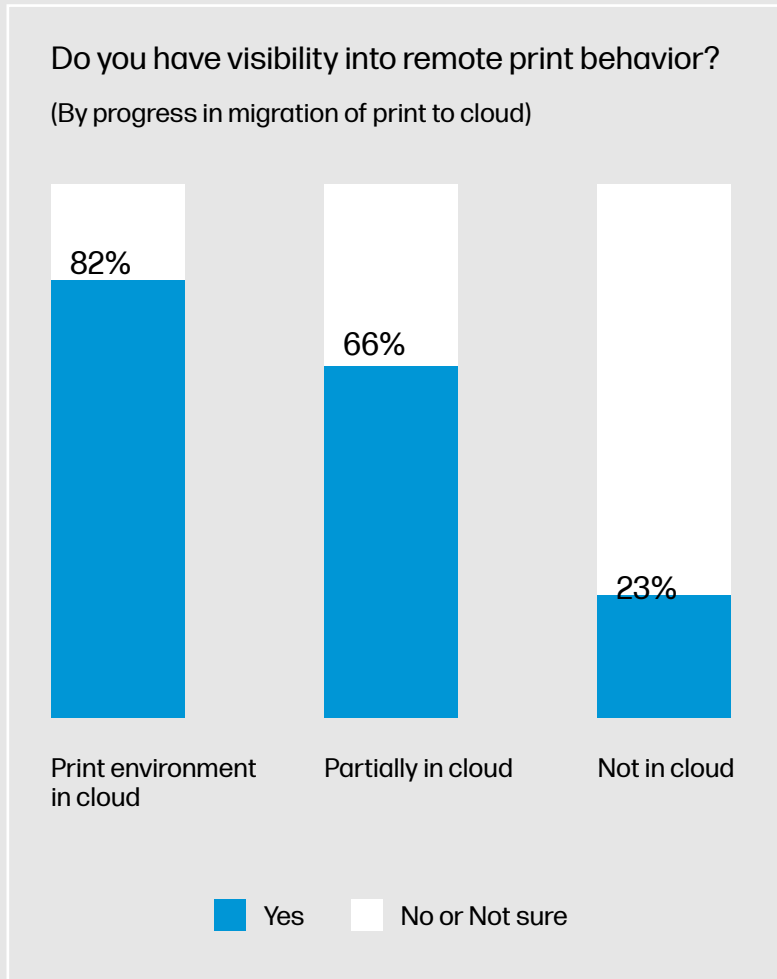
IT leaders surveyed noted print visibility challenges, except in a few sectors like Retail and Finance, where perceived visibility of print activity was high.





Organizations that embraced the cloud are almost four times more likely to have confidence in their visibility than those yet to make the move.

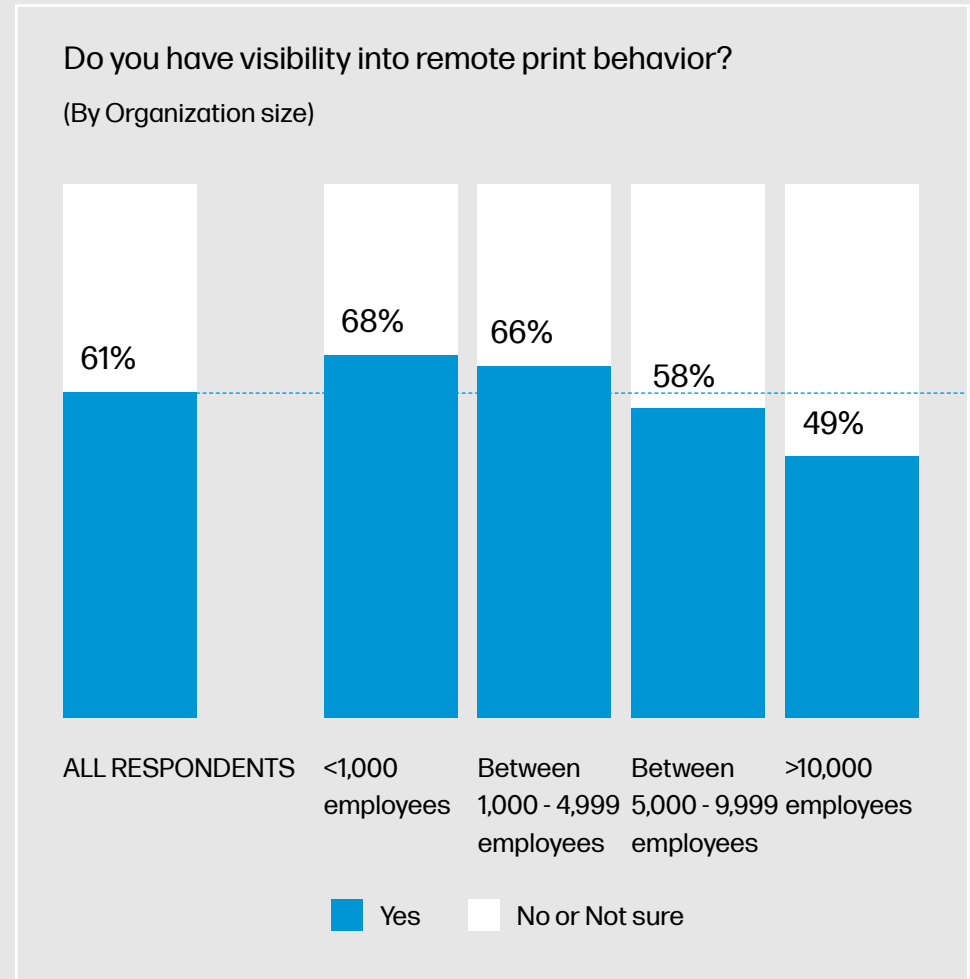
The workforce might span offices, homes, and other remote locations, but organizations that have transitioned to the cloud believe they have achieved greater visibility of their workforce's print behaviors, and have built an ability to get ahead of any threats.



The confidence of IT leaders drops considerably in larger organizations, especially in organizations with more than ten thousand employees.

Less than half are confident of their print visibility.

While the data demonstrates that enabling and securing a remote workforce were key drivers, IT teams were equally motivated by processes that made their work more efficient.



# Reducing the management burden for IT teams

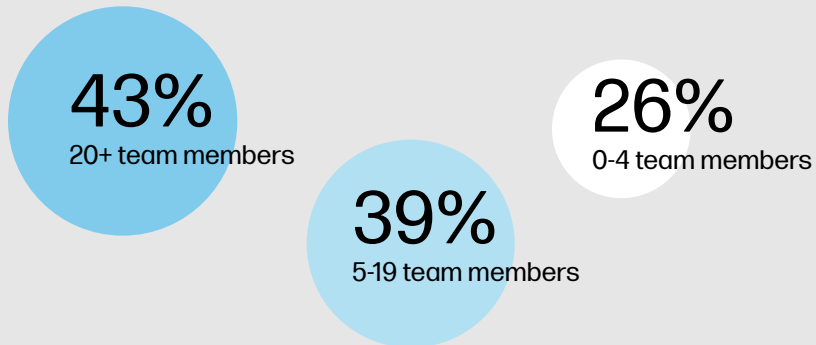
As management embraces hybrid work, IT leaders are tasked to digitally transform existing workflows and redefine the role of technology in the organization within a short period.

It is not surprising that the most dynamic IT teams are keen to minimize time spent managing print. 62% of those already in the cloud stated that reducing print management burden was a primary motivation - the highest amongst all factors. IT managers favored a streamlined print solution that freed up time and money to deliver on more impactful and high-profile digital transformation initiatives.

Reducing IT complexity was most important for organizations with the largest teams. These are likely to be organizations that rely most heavily on technology, which means more impetus to transform digitally.

Organizations for whom managing IT complexity is driving their print transformation

(By IT Team size)



# Taking steps to lower carbon emissions

Besides driving commercial outcomes, many surveyed are eager to lower their carbon footprint.



Amongst those with a print transformation strategy already underway,

**almost 50% chose reducing emissions as a significant factor in their decision to change.**

Interestingly, organizations that have adopted primarily work from home are claiming sustainability as the second most significant driver of their print transformation, behind only to the need to support remote workers.

Compared with organizations that have reinstated work from the office, reducing carbon footprint is the fifth driver out of the seven options provided.

Which of the following drivers are influencing your print transformation?

# Conclusion

With the print transformation journey underway for 55% of the organizations we surveyed, the benefits of their investment have shown for themselves.

- A more productive end-user.
- A more secure IT infrastructure.
- A more collaborative workforce.
- A more agile IT team.
- And a meaningful contribution to sustainability goals.

Print is a vital component of a digital transformation strategy for the hybrid age. As a global specialist with rich experience in helping organizations adapt to hybrid work, HP is uniquely positioned to help as you shape your organization's print future.

## Take the survey to see how you stack up

Share with your team and chat with an HP expert to get more insights into your transformation and print profile.

[Start survey](#)

[View detailed results here](#)



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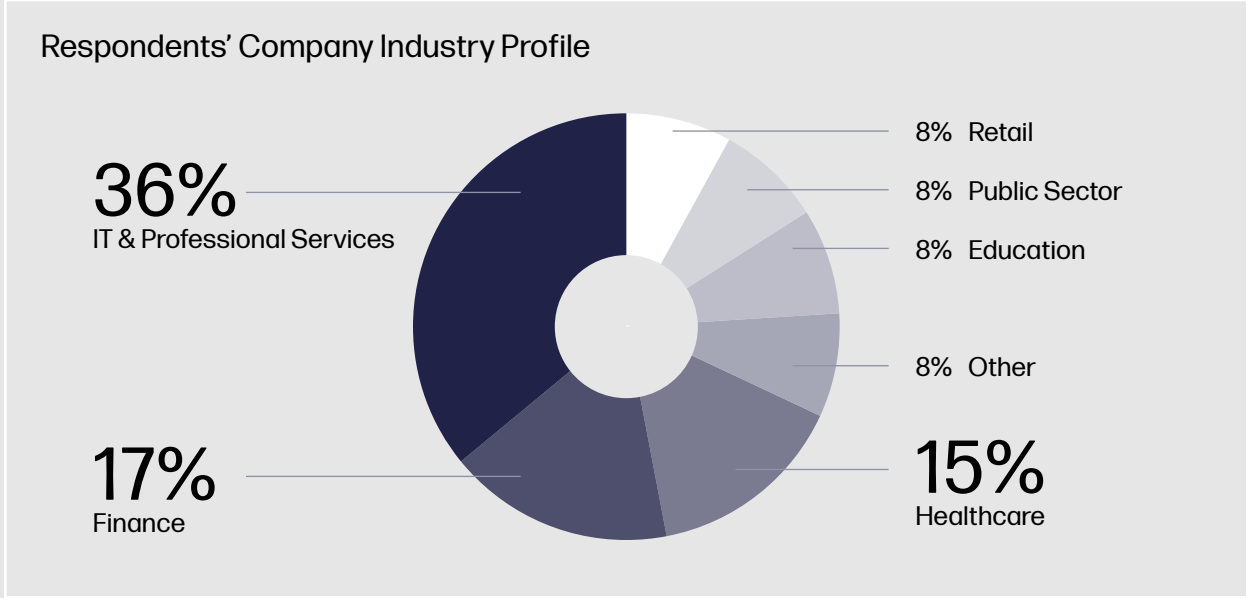
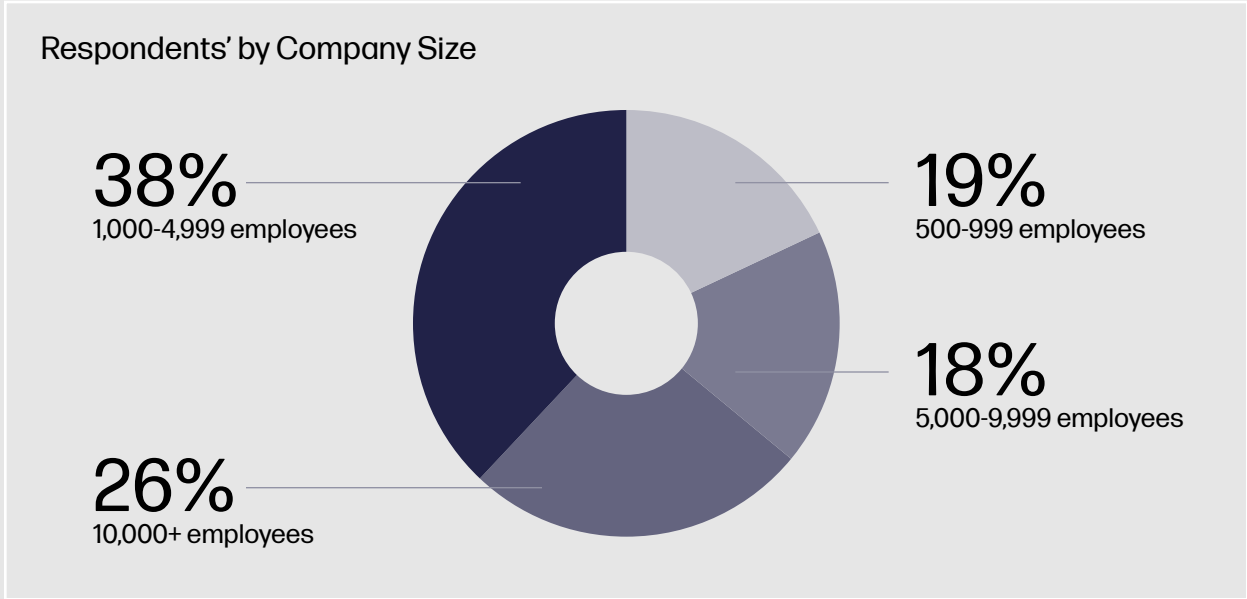


# Survey approach summary & respondents' profile

To better understand print transformation in the hybrid work environment today, HP surveyed IT professionals in the US to understand why organizations across sizes and sectors are rushing to evolve their print environment. Through the survey, HP hoped to uncover useful insights that can help guide their customers in defining their priorities and approach for print transformation.

The survey included 12 questions, both open- and close-ended, regarding print behavior, transformation, and challenges. It was conducted online over a two-weeks period in March 2022. Survey target audience consists of respondents in the IT function. In particular, professionals from organizations with a minimum of 500 employees, who are part of an IT team, and have some degree of involvement in print-related decisions-making.

A total of 500 responses were collected and the breakdown of respondents' profile is as follows:



The survey was executed by Transmission in partnership with Rival Tech, on behalf of HP.