

## **ThinPrint Offers Secure GDPR-Compliant Pull Printing for Service Providers**

*Personal Printing 4.0 introduces self-registration to enable cloud vendors to easily offer fully-secure, maintenance-free printing to customers ahead of the GDPR deadline*

(BERLIN/DENVER, March 13, 2018) ThinPrint, the experts in optimizing printing processes in virtual environments, announced the release of Personal Printing 4.0 today. The new version of the pull printing solution allows service providers to offer their DaaS and SaaS customers secure printing with user authentication integrated directly at the printer. This special feature empowers users to easily register themselves at any printer with any smartcard, token or other transponder, such as an employee ID card, credit card, public transport card or fitness club card. This means Personal Printing can be used with any network printer from any manufacturer. The service provider does not have to be on site to set up users and no special cards are required. User-authenticated printing allows organizations to comply with the requirements of the EU's General Data Protection Regulation (GDPR) and avoid severe penalties when it becomes binding at the end of May.

More and more companies are accessing industry-specific apps or complete desktops from the cloud. This produces challenges for service providers, as equipment such as printers are usually managed by customers themselves. Despite this, customers expect that all employees have access to the right printers from the cloud. An added threat, which the EU's GDPR is focused on, includes confidential printing, as personal data is often accessible in the printer's tray.

Personal Printing 4.0 solves all of these challenges in one fell swoop. Self-registration makes it easier than ever to roll out secure printing with virtually any network printer that customers already have in use. Once the service provider activates the Personal Printing feature for their customer, employees can log on to the ThinPrint Release Station using any transponder. After the card is scanned, a document is printed with a code specially generated for the employee. This code allows the user to register for Personal Printing. The setup process is then complete. If employees want to print the documents, they simply select the Personal Printing printer. If they authenticate with their self-registered cards or tokens at the printer of their choice, the individual employee's printout is then released. These steps ensure confidentiality is maintained and printed documents will not fall into the wrong hands. ThinPrint shows just how easy self-registration for GDPR-

compliant printing is in a 1 ½-minute video: <https://www.thinprint.com/en/resource/self-registration-gdpr-compliant-printing>

“This is by far the simplest way service providers can provide their customers with secure printing” said Thorsten Hesse, CPO at ThinPrint. “And all without a VPN thanks to the ThinPrint Secure Tunnel technology. The outstanding sales benefit of this solution is that service providers can transform confidential printing from a necessary evil into an actively marketable added value right on time for GDPR.”

Personal Printing works in all common DaaS environments including Citrix, Microsoft, VMware, Parallels and others.

Personal Printing and the ThinPrint Release Station are available with special SaaS contracts, where monthly billing is based on actual demand. Further information is available at: <http://www.thinprint.com/personalprinting> and <https://www.thinprint.com/en/feature-tour/printing-for-service-providers/>

### About ThinPrint

ThinPrint, with nearly 20 years of continuous development and internationally patented ThinPrint technology, is the leading provider of print management software and services for businesses. Whether printing from traditional PCs, mobile devices, thin clients, virtual desktops, or from the cloud, over 25,000 companies across all industries and of all sizes optimize their printing infrastructure and increase productivity thanks to ThinPrint. In addition, more than 100, and growing, Desktop-as-aService, and Software-as-a-Service providers deliver reliable, high-performance printing from the cloud to their customers all due to ThinPrint. The investment in ThinPrint leads to a fast ROI because the easy-to-implement and manage print system reduces the burden on IT departments, results in significant performance improvements to the network while ensuring optimal, reliable print support at every workplace. ThinPrint technologies and components enable its use in almost any infrastructure and take into account integration of branch and home offices as well as mobile employees. The solutions are developed and rigorously tested at ThinPrint's headquarters in Berlin – software Made in Germany. Offices in the United States, the UK, Australia, Japan and Brazil, as well as more than 350 channel partners around the world offer direct and on-site customer care. Thanks to numerous OEM partnerships, ThinPrint technology components are integrated in a variety of terminals, print boxes and thin client of leading hardware manufacturers. Special significance is placed on the strategic partnerships of the company with Citrix Systems, Fujitsu, Fuji Xerox, Hewlett-Packard, IGEL, Konica Minolta, Kyocera Mita, Lexmark, Microsoft, OKI, Samsung, VMware, and Wyse.

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