



Thought leadership.
The future of documents.



François Ragnet,
Managing Principal
Technology Innovation
ACS, A Xerox
Company

Smart phones keep getting smarter. Tablet computer applications are emerging at dizzying speeds. And the cloud that links them all is limitless in scope. Mobile computing is no longer a technology trend, but rather, an integral component of our business and social lives.

Already, 83% of Americans own mobile phones¹ and tablet PCs are expected to reach one-third of U.S. adults by 2015, thanks to a remarkable compounded annual growth rate of 51%.² The market's message is obvious—people want anytime, anywhere access to data and documents.

For the most part, they're able to get it. Take, as an illustration, advancements like Xerox's new DocuShare® Mobile application, which enables users to access documents stored in a secure, centralized repository via their iPhones and iPads. However, access is only the tip of the mobile wave.

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From Viewing to Doing

Although documents can be readily accessed via mobile devices, users are still grappling with issues related to readability, navigation, formats, security and lack of editing/manipulation capabilities.

For example, a recent study by the Pew Internet & American Life Project revealed that one out of five cell owners experienced frustration over slow phone downloads, 16% had difficulty reading their phone's small screen and 10% experienced problems entering text.³ (Depending on your age, those numbers may seem remarkably high or low.)

In short, we can access documents via mobile technologies, but we can't do much once we get them. That's about to change.

If Phase I of the mobile movement created a doorway to the remote document world, Phase II encourages us to step inside. That means we'll soon be using mobile technologies to create, edit, share, print, track and otherwise manage documents and their content.

As technology vendors work to make these functions a reality, the mobile device is, in a sense, becoming the document itself. Take as an example, a retail chain that uses GPS technology to "push" a coupon to a customer's phone while he is shopping. The phone's screen is scanned by the sales clerk. The coupon is redeemed and a second offer is sent for future use. All without hard-copy materials ever changing hands.

A New Movement in Mobile: Printing

It might be surprising to see the word "printing" in the headline above. After all, if documents become devices, who'll need printing?

The answer is most of us. Gartner predicts that the content of at least one in 10 pages will migrate to a digital format by 2014, such as static content on media tablets, smart phones and PCs, as well as voice or video.⁴ That leaves plenty of sheets still to print (including many of those digital pages). But we're likely to do so with less frequency and in lower quantities.

According to Gartner:

"While there will be plenty of printable content ... such as photos, website content, travel documents, etc., the key factor to consider is the behavior of users, such as location during usage, which in many cases is not where a printer is, nor where the user wants to print.

"The era of print technology providers forcing users to print to their own branded devices is quickly coming to an end in the age of mobile computing. Users expect to print, regardless of location or brand."⁵

The installation of print functionality on mobile devices won't be enough.

"Printer technology providers must understand the new habits of mobile users and facilitate printing where applicable, either point to point or through cloud printing services."⁶

Making a Mark at Procter & Gamble

Xerox is helping to shape this revolution with an innovative mobile print solution. Mobile printing lets employees use their wireless devices to securely operate any printer in their enterprise network. It doesn't matter whether the printer is at the end of the hall or on the other side of the world.

The household goods leader Procter & Gamble is currently implementing Xerox mobile printing on a global scale. Using smart phones, P&G employees are able to send documents to a secure server or cloud. The documents remain in the cloud until the employee walks up to a printer in the network and enters a code to generate output.

"We have more than 20,000 employees using mobile devices," said Filippo Passrini, P&G's president of global business services and chief information officer. "The mobile print capability keeps printing easy and secure—maintaining our agile global workforce and protecting P&G's brand and intellectual property at the same time."

Mobile printing extends the reach of Xerox's Enterprise Print Services (EPS) platform, which allows employees to print without downloading software, mapping to a printer or booting up their laptops. We have only begun to realize EPS's wireless efficiencies.

For instance, a Texas sales rep can finalize her report at the airport, arrive at her company's Tokyo office the next day, punch a security code into a printer and produce hard copies. When mobile printing penetrates the public cloud, the rep will have another option—she can print just as securely at the nearest Staples.

Future mobile document innovations will move far beyond printing. For example, scanning will be available either from a local printer or directly from your phone, and the document will be directly ingestible into your workflow—e.g. scan an invoice for accounts payable to process while you're traveling.

The Challenge of Keeping Pace

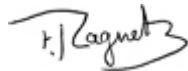
There is no doubt about it—mobile technologies are here to stay, as well as to change and to grow. Furthermore, as new generations of employees enter the workforce, mobile devices will be mandatory.

In the Pew Research Center study mentioned earlier, 42% of young adults aged 18 to 29 reported having trouble doing something because they didn't have their phone with them⁷—just one small indication of our increasing dependence.

With the myriad of mobile opportunities, however, come obstacles, including privacy and security challenges. Finding trusted partners to help you address these issues will be critical and can help ensure that the mobile movement doesn't leave your enterprise behind.

To learn more about secure mobile printing or other [Xerox mobile document solutions](#), contact your local Xerox Sales Rep or e-mail me directly via the [Ask the Expert link](#).

Sincerely,



François Ragnet

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2. Sucharita Mulpuru and Sarah Rotman Epps, *Why Table Commerce May Soon Trump Mobile Commerce*, Forrester Inc., 25 July 2011
3. Smith, *Americans and Their Cell Phones*
4. Federico De Silva, Vishal Tripathi, Sharon McNee, *Market Trends: Media Tablets Will Hit an Already Declining Print Market*, Gartner, Inc., 25 May 2011
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6. Ibid.
7. Smith, *Americans and Their Cell Phones*