

CONNECTING TO THE CLOUD

How to get the most out of
your cloud storage service



TOSHIBA

A background image of a sunset with three paragliders. The sky is a mix of orange, yellow, and blue, with dark clouds. The paragliders are silhouetted against the bright sky. One paraglider is in the upper left, another in the upper right, and a third in the lower right. The overall mood is serene and adventurous.

CLOUD STORAGE & TOSHIBA

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CLOUD, STORAGE TRANSFORMATION



Cloud storage has been one of the big transformational IT stories of the last few years. Fuelled by the growth of enterprise mobility, driving need to store and access data from anywhere and everywhere, a range of cloud storage providers have brought their offerings to the market.

Essentially, cloud storage is the virtualisation, through the internet, of disk space, eliminating or reducing reliance on a self-managed individual or company drive, and allowing access from any device with internet connection. These virtual storage servers are maintained, operated and managed by cloud storage service providers.

From the 'newbies' like Dropbox and Box, to the established IT giants Microsoft and Google, cloud storage is big news and big business for providers, with predictions of growth of 25% per annum through to 2023¹.

So the chances are that, as a business, you are either already using cloud storage, or you are seriously considering it, and possibly evaluating which options would be best for you.

CHOOSING THE RIGHT CLOUD STORAGE SOLUTION

The three main factors to take into consideration when choosing your cloud storage provider include:

- **File size restrictions** – if you need to store and access large files, which might include presentation files, images or engineering diagrams and drawings, the size restrictions of each provider will play an important factor. The maximum file size covers quite a range, from 10GB to 5TB, and with some providers differs depending on whether you take their add-on offerings.
- **Free or fee** – some providers offer a certain amount of storage free of charge, with additional capacity at a charge. Some offer the opportunity to ‘earn’ additional storage, for example by helping to spread the Dropbox word by connecting to your Facebook or Twitter accounts, or by providing feedback.
- **Operating system** – whilst all the major providers work with the ‘Big 4’ Windows, Android, iOS and Mac, if your organisation uses, say, Blackberry technology, or Kindle, you’ll find yourself a bit more limited.

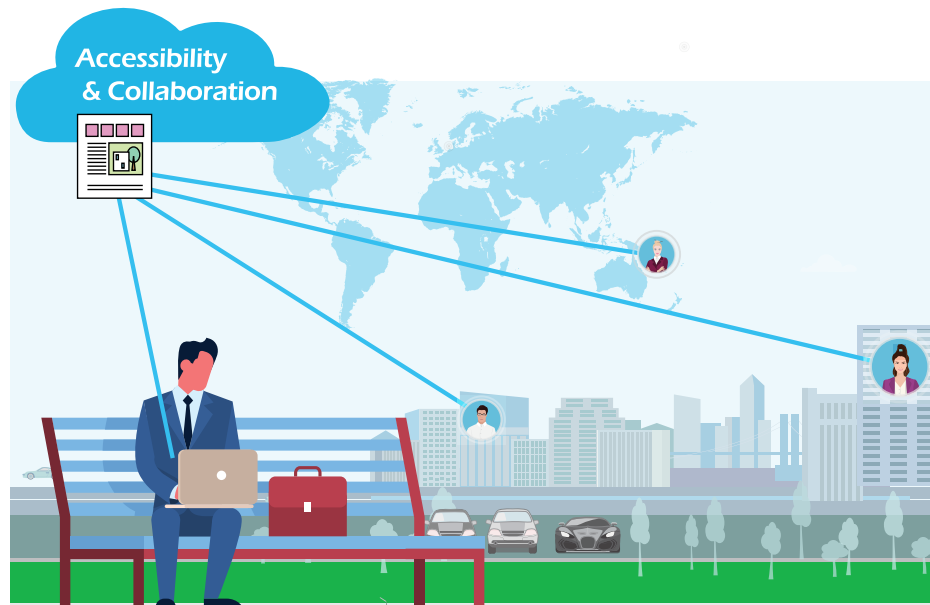
Which Cloud Storage Service is right for you? Read CNet’s analysis of the pros and cons of the leading providers.

Market analyst Gartner’s ‘magic quadrant’ for the cloud storage sector, places Dropbox, Box, Citrix and surprise entrant Egnyte in the coveted top right square, with Microsoft and Google sitting in the very respectable top left.



Source: Gartner (July 2016)

THE BUSINESS BENEFITS OF CLOUD STORAGE



Cloud storage is proving its worth in many organisations, unlocking a range of business benefits.

It enables the ever-increasing demand for mobile workers to access documents from anywhere.

It has changed the way we collaborate - a survey found that a massive 92% of knowledge workers collaborated by sending documents via email. Cloud storage has transformed the way we work together on documents, reducing email traffic and ensuring that documents created, from anywhere by a team member, are instantly available to others.

The same survey found that difficulties in working with documents, including finding and storing them, accounted for a productivity loss of up to 21.3%. Cloud storage has eliminated much of that lost productivity, by providing shared and easily accessible places to store our data.

Cloud storage increases the value of scanning. Many organisations scan their hardcopy documents for backup, and to reduce the cost and space of storing physical paper. Having a secure, managed service to provide this storage reduces the complexity and increases the access and reliability of these vital records, making scanning a more attractive option than ever.

Cloud storage services are all-round winners, helping businesses to become more efficient, collaborative and productive.

GETTING MORE FROM YOUR CLOUD STORAGE

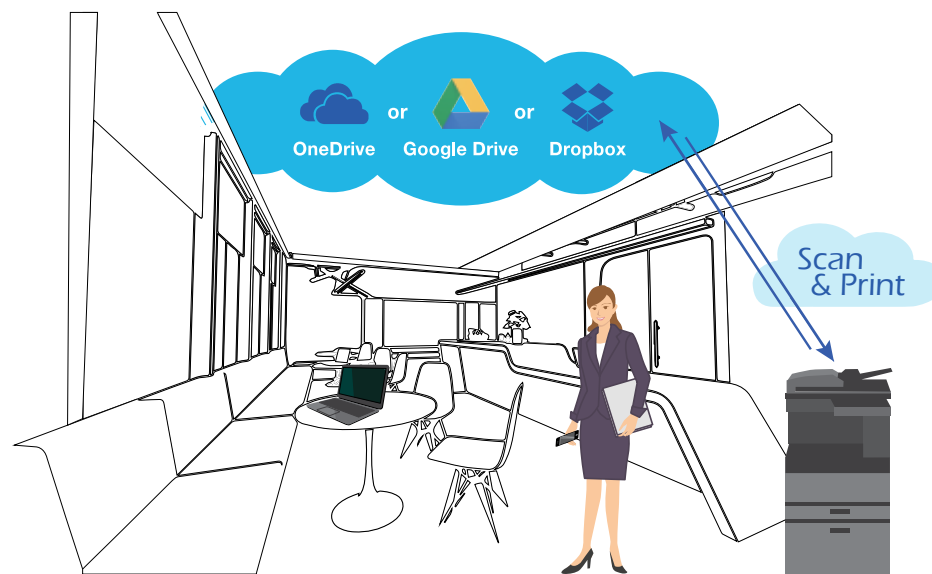
And yet there is one consideration that is often overlooked when thinking about cloud storage. What about the devices that create the documents we store in our cloud file system and provide the hardcopy output we still so often need? Wouldn't it make sense to be able to incorporate our scan and print devices into our cloud storage solution, for a completely seamless, end to end solution?

Of course it would, and with Toshiba you can.

TOSHIBA, CONNECTING YOU

In this e-book, we'll look at the 5 ways that Toshiba's e-BRIDGE Next Multi-Function Printer (MFP) apps help you to get the most out of your cloud storage service by building a completely integrated end-to-end scan, store and print system.

We're going to explore the applications that enable Toshiba MFPs to be fully integrated with cloud storage, offering simple, seamless and hassle-free scan and print.



1. SCANNING & PRINTING

e-BRIDGE Plus for Cloud Storage

e-BRIDGE Plus is a suite of scan and print apps, that come with every Toshiba e-BRIDGE Next MFP device.

There are three apps within the e-BRIDGE suite, one for each of three of the most popular cloud storage systems.

- › e-BRIDGE PLUS for OneDrive
- › e-BRIDGE Plus for Dropbox
- › e-BRIDGE Plus for Google Drive

The apps enable the cloud file structure to be viewed directly from the control panel on the Toshiba e-BRIDGE Next MFP. This 9in control panel has a tablet-like interface for familiar and simple navigation. A document can be scanned, named and filed directly to a folder in the system. Documents can also be printed, using the panel to view, navigate and find documents, then select them to print directly to the MFP.

The e-BRIDGE Plus for Cloud Storage apps add value to your cloud storage, making sharing documents via the cloud faster, easier and more cost effective than ever.

Scan to cloud storage

e-BRIDGE Plus allows you to scan documents directly to OneDrive, Dropbox or Google Drive. No need to scan to email, send and then detach the document to put it in the cloud file system. Processes are streamlined and mobile workers can access documents the minute they are scanned, boosting productivity and improving speed of customer service.

Research shows that 77% of businesses want to be able to access documents remotely⁴. Cloud storage makes that a possibility. The Harris Research showed that almost all knowledge workers collaborate by sending documents by email. Cloud storage eliminates the need for email and makes the collaboration process more efficient. e-BRIDGE rapid scanning direct to the cloud speeds up getting those documents into the cloud for access and sharing.

Print from cloud storage

e-BRIDGE Plus also offers printing directly from cloud storage to the MFP. Using e-BRIDGE, users can access the cloud storage system directly from the printer and select a document for printing without having to go via a PC or tablet.

The average knowledge worker prints an average of 10,000 pages per year⁵. In legal firms, it is more than double that figure, at 25,000 pages per person⁶. With e-BRIDGE, finding and accessing a printer is made simple and efficient. Users can simply find their file from the printer, in a faster, smoother process. Printing directly from the MFP can therefore save hundreds of thousands of pages from having to be sent across the network to a printer. e-BRIDGE helps get the most out of cloud storage, making printing a fast, efficient and streamlined process.

The average knowledge worker prints an average of 10,000 pages per year.

4. Survey by Intuit

5. EPA and Clean Air Council

6. Australasian Legal Business review

2. GOOGLE CLOUD PRINTING

e-BRIDGE Plus Google Cloud Print

Toshiba's e-BRIDGE Plus Google Cloud Print gives mobile users printing on the go. It enables them to select documents from the cloud storage service, and, from their mobile device – phone, tablet or notebook – print them to a designated MFP.

Mobile workers with access to the Google Cloud Print account simply need an internet connection to send any cloud storage document to print at the office. There is no app needed on their mobile device, no print drivers and no need to be on the corporate network.

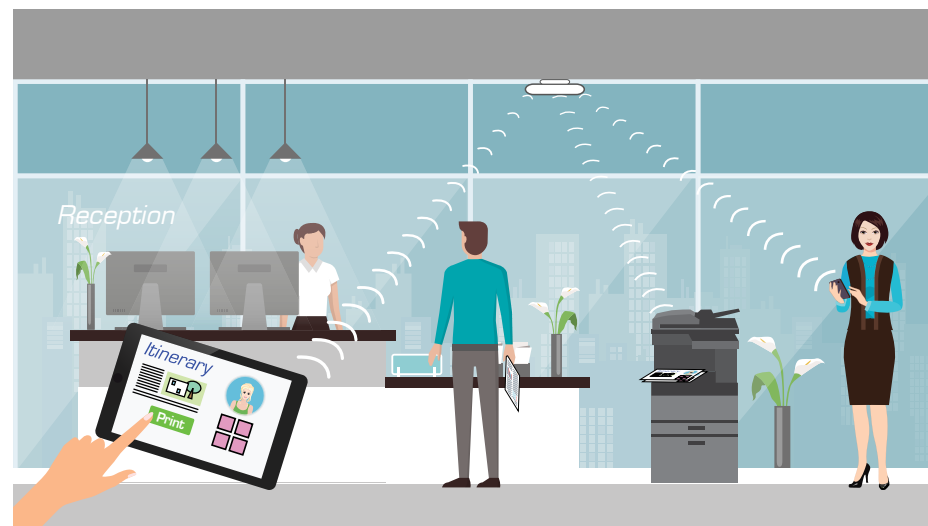
A remote worker no longer needs to worry about installing the right print drivers on their mobile device, and doesn't have to physically go into the office to print a document – using Google Cloud Print he can send it to the printer with a touch of his screen, driving efficiency and cost savings.

3. MOBILE & GUEST PRINTING

Wireless LAN option

Wireless LAN offers secure Wi-Fi printing and is an optional component of the Toshiba e-BRIDGE Plus suite. It enables users on mobile devices within the WIFI environment to discover and print directly to the MFP, yet remain isolated from other network resources, devices and data. Users access the Wireless LAN option via Airprint on their Apple devices, Mopria on Android or the e-BRIDGE Capture and Print app, available for Android or Apple.

Wireless LAN helps organisations who want to offer printing as part of their visitor Wi-Fi service to fence the services they want visitors to access, and protect those they don't. They can offer visitors all the convenience of Wi-Fi printing, within a secure environment.



➤ Enable guests and visitors to instantly discover your printer and print from mobile devices at your reception

4. OCR & SEARCHABLE PDF

Embedded OCR option

Optical Character Recognition (OCR) takes scanned documents to a significantly higher level of usability and dramatically enhances their value. Without OCR, scanned documents are stored as images, rather than text and can therefore only be found based on their title, along with any meta data created when they are stored.

OCR 'reads' the scanned words and converts them to text. It then stores them in the same way as a 'born digital' document, meaning that they become text, which users can search or edit.

Each of the e-BRIDGE Plus apps above comes with the option of OCR functionality.

Most business organisations still deal with a significant number of documents that are not 'born digital' – documents that enter the organisation as paper copies, and which are scanned as they enter the business, or in some cases after they have been processed.

Research from the Association for Information and Image Management (AIIM) research shows that 64.4% of documents scanned are not 'born digital' meaning that digital copies are created by scanning⁷.

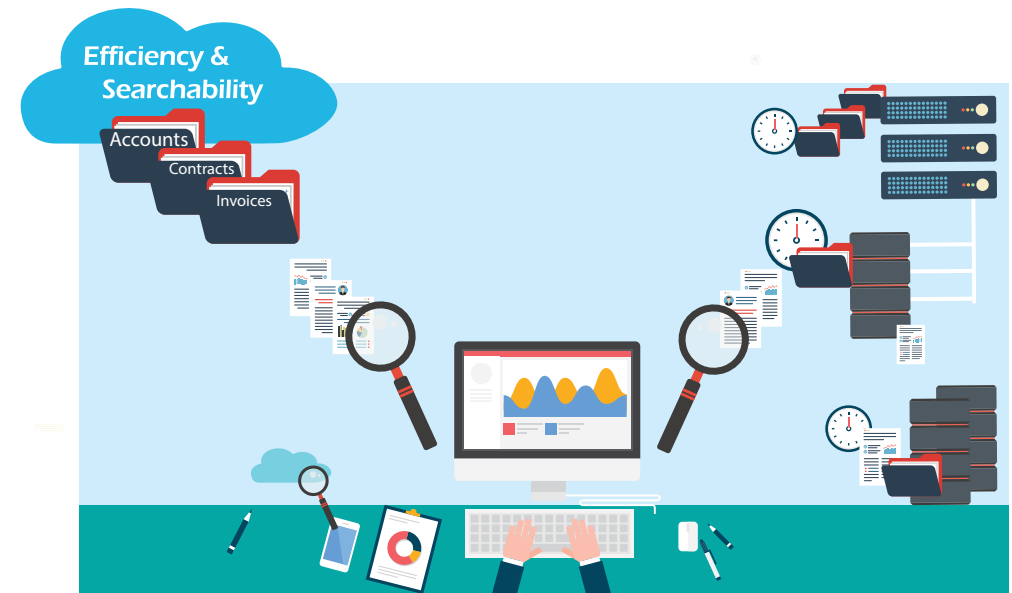
The same research also showed that for one of the most common forms of business document, the invoice, well over half (65.8%) still come into the organisation in non-digital format.

OCR changes the game dramatically, allowing a search by word or phrase and opening up the massive data potential in those stored cloud documents. The ability to edit documents allows amendments and corrections without re-creating the text, saving time and increasing accuracy. OCR can dramatically increase efficiency effectiveness of workflow, especially in business with high volume of documents.

Imagine that an insurance claim is received into an office, and scanned into cloud storage. Let's assume its meta data includes the claimant's name, the type of claim (car, house contents, accident) and the date. But then the company wants to do some research on car accident claims by vehicle make and model – if these have not been included in the meta tags, the relevant documents cannot be found.

The ability to search for documents based on their content, not just on their title, is a major factor in cutting the 21.3% productivity loss identified by IDC.

7. AIIM – Paper Wars: An update from the battlefield



➤ OCR allows for search by word or phrase to bring your PDF documents to life through smart workflows.

5. NEXT LEVEL AUTOMATION

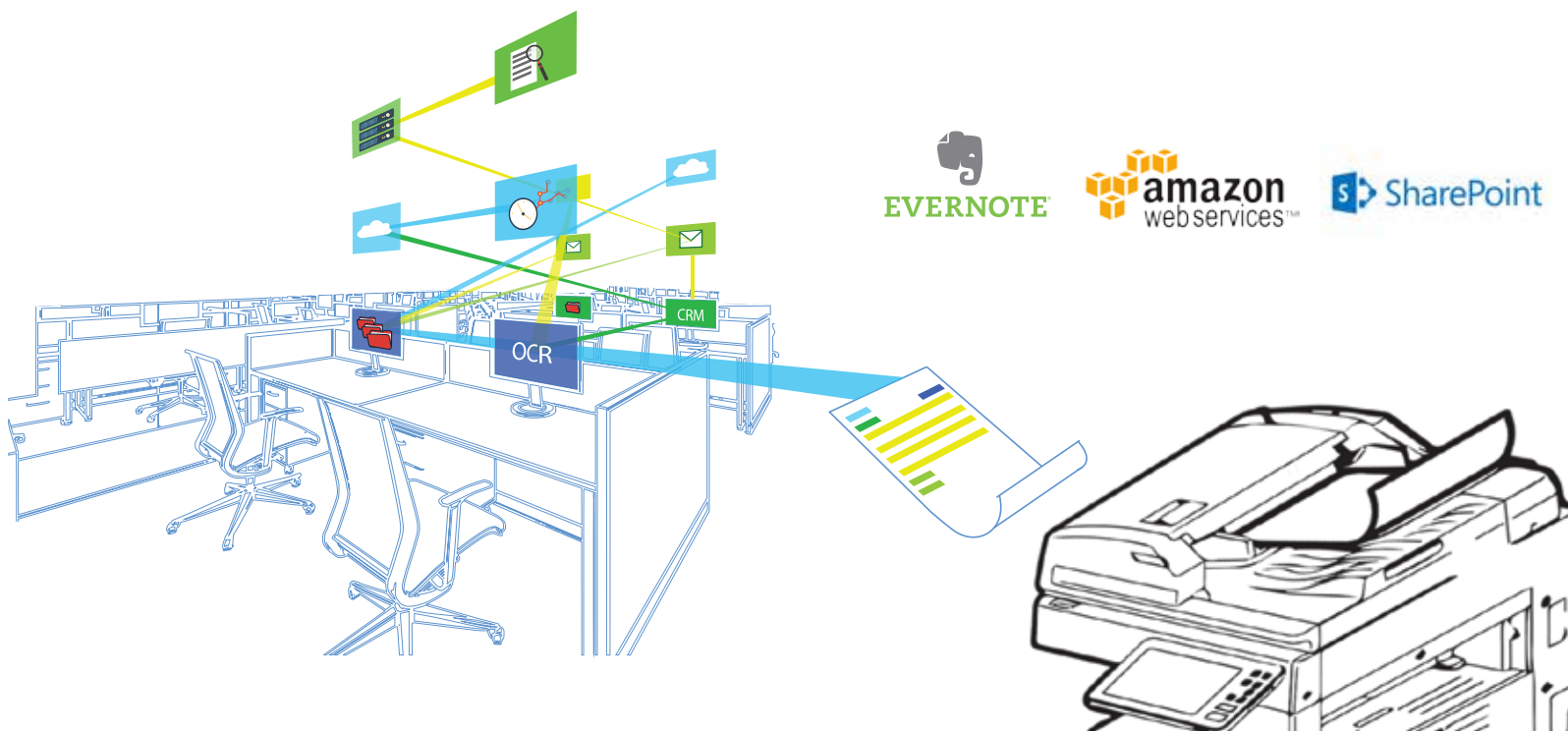
We've seen how cloud storage and smart MFPs combine to optimise the process of scanning, retrieving and printing documents.


That's just the start. Toshiba provides systems that input and output all manner of business communications, then intelligently process and file them securely.

For instance, our popular e-BRIDGE Capture & Store application extends your reach to another layer of cloud services including Evernote, Amazon S3, SharePoint and Sharefile by Citrix, to name a few.

What's more, Artificial Intelligence with "user-trainable" functionality exist, making it possible to virtually remove the need for human involvement altogether. This next level of office automation saves time and money, streamlines core business processes and makes working lives easier.

With Toshiba's smart solutions, the sky is the limit and intelligent automation is a reality.





To discover more, contact Toshiba for an obligation-free consultation and site discovery. Together we'll identify gaps in your IT setup and devise ways to streamline your performance whilst enforcing strict security to keep your valuable data safe.

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