



WHITE PAPER

SIMPLIFIED CHROMEBOOK PRINTING

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INTRODUCTION

Chromebooks make it both inexpensive and convenient for educators to meet the challenges of one-to-one computing initiatives. They do so by providing an easy-to-use, tightly integrated platform of hardware and software that is compact, lightweight, and adequately suited to students' needs. Because all their data is stored in the cloud, Chromebooks allow students to easily share or transfer devices. And with their minimal system requirements, they are more appealing to students and school districts that operate within a strict budget. This might explain why two million Chromebooks shipped in a single quarter, with the K-12 educational sector being a major driver of that impressive growth.*

But Chromebooks are not like computers running Windows or macOS. Their bare-bones, Web-based operating system and limited management tools make it difficult for administrators to support Chromebook printing in even the most cutting-edge environments.

Through its Google Cloud Print manager and Google Cloud Print-enabled printers from various manufacturers, Google has made some effort to solve these ongoing printing problems. But educational institutions can rarely justify spending extra money to replace their existing printer fleet just to gain Chromebook printing functionality.

Supporting Chromebook printing also adds one more layer of complexity to the work of educational institutions' already busy IT staff. For example, before school begins every year, all the students' computers must be redirected to new printers. Not only do tasks like this result in a heavy seasonal burden on IT departments, it also makes it difficult for them to focus on core initiatives to support the students and faculty throughout the year.

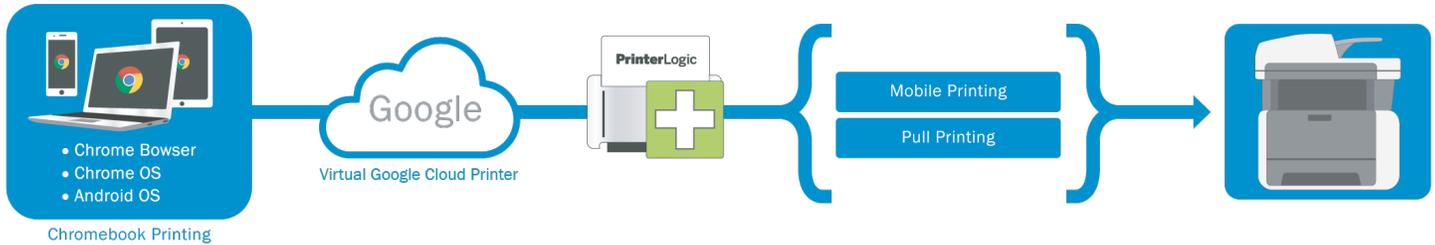
As a result, in many school districts, IT departments have had to employ a dedicated full-time tech just to handle the problem of Chromebook printing in their organization. Unfortunately, this added expense can offset the initial cost savings of Chromebook computers.

PrinterLogic addresses all these Chromebook printing issues and more with a rapid-deployment print management solution that is ideal for the educational sector. This solution eliminates the need for print servers by providing a centrally managed direct IP print environment for all PCs and Macs. Among many other features, it includes driver management, print auditing, and an intuitive Self-Service Installation Portal for end users. Once installed, PrinterLogic's Mobile Printing module integrates seamlessly to provide straightforward yet powerful Chromebook, iOS, and Android printing functions to each networked printer in the organization.

*<http://www.theverge.com/2016/5/19/11711714/chromebooks-outsold-macs-us-idc-figures>



PRINTERLOGIC SOLVES CHROMEBOOK PRINTING



How Chromebook Printing Works within PrinterLogic

PrinterLogic leverages Google Cloud Print but simplifies the process of Chromebook printing by enhancing the native user experience.

To set it up, the IT administrator just creates a pull printer in PrinterLogic that automatically creates a virtual printer in Google Cloud Print. End users will see this virtual printer as a single available printer. They simply click "Print" from their Chromebook device, select "PrinterLogic Printer," and then send the print job. The end user can print from any webpage or Chromebook app that supports Google Cloud Print on the Chromebook.

The second (optional) step for the end user is to release the print job using the PrinterLogic Release Portal. Here they can select their print jobs and release them to the nearest or most convenient printer. From the end user's perspective, this simple two-step process is intuitive and makes it easy to print to any network printer using their Chromebook.

CONCLUSION

Chromebook devices provide a cost-effective means to equip end users with capable, ultra-portable computers in educational settings as well as many other industries. Yet the minimalism that makes them so affordable also limits their ability to integrate quickly and conveniently with most existing print environments, potentially driving up costs of IT and print management.

PrinterLogic allows IT staff to easily setup and administer Chromebook printing throughout their print environment and make any printer a Chromebook-compatible printer. This ease of administration, along with its rapid deployment,

infinite scalability, and low overhead, make it possible for any organization to get enterprise-level print management from a single solution.

With PrinterLogic's print management solution, IT environments in any sector—education being chief among them—can therefore reap the benefits of the inexpensive Chromebook computing platform while solving its inherent printing challenges.

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