



brother
at your side

**Print Solutions
for Educators:
Stay ahead in
The Digital Age**


**best for
business**

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Introduction

Technology in schools is a hot topic that continues to evolve at a rapid pace. Whether you embrace it wholeheartedly, or struggle to understand its place, technology will continue to play a crucial role in the education sector.

From teaching and presentation aids, to student and staff collaboration and sharing tools, technology is touching numerous aspects of the entire education ecosystem, and generally it seems Kiwi schools are fairly positive about this evolution.

A national survey of primary and intermediate school teachers (developed in collaboration with the Ministry of Education) shows that more than 80 per cent of schools agree that digital technologies are playing a positive role in teaching and learning.¹

While some may have their concerns, technology should be positioned as a valuable asset to any learning environment; from giving teachers and students better access to quality learning resources and new opportunities for teacher development, to providing more relevant and engaging learning tools and enabling more personalised teaching.

80 per cent of primary and intermediate schools agree that digital technologies are playing a positive role in teaching and learning.

¹2016/17 Digital Technologies in Schools Survey (DTISS), April 2017.



Outside of the classroom technology is proving equally important. It not only allows teachers to collaborate more effectively but it also allows them to share resources, learning tips and tools and student information.

When teachers and parents think about technology in schools, they often (and understandably so) show concern for the safety and privacy of their children, including confidentiality of personal information and learning progress. Nearly 60 per cent of teachers say that technology creates new types of concerning safety issues.²

Security and privacy should always be a priority, and if you work with expert technology partners you will be able to considerably reduce the likelihood of a security breach and, more importantly, feel safe and confident in the technology you're using every day.

Here we'll discuss how your school can embrace new technologies and use it in a positive way to engage with students and staff, and enrich learning.

We'll also talk about how technology can improve collaboration, communication and workflow, and how you can keep students and teachers safe with privacy and security measures that keep you ahead of current and future threats.

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²Digital technologies for learning: Findings from the NZCER national survey of primary and intermediate schools. Rachel Bolstad, 2017.



Challenges in education: budgets, technology & security

The integration of technology in the education sector presents many challenges. One of the most common themes Brother sees in schools is the presence of outdated legacy printer systems, which are generally added to in an ad hoc manner, meaning there is no consistency in terms of the brand, make or age of devices.

Because many schools have been operating in this way for so long it becomes part of the norm, which understandably creates a never-ending headache for IT staff and teachers when a problem arises.

Even simple tasks like replacing toners and inks become problematic as the makes and models are all different, not to mention the varying costs for maintenance, repairs and general operations.

Managing costs around an outdated, scattered system can also become a challenge as it is more difficult to gain transparency around what is being used when, and whether the machines themselves are actually fit for the task at hand.

The great news for schools who know these challenges all too well is that there is a simple solution. Experts like Brother are increasingly working with more and more Kiwi education providers to help them understand what technology is best for their needs, how to streamline their print network, create efficiencies, significantly reduce print costs and create reliable always-on technology and support.

With the rapid pace of technology advancements, issues of security and privacy are increasingly important. So how can Brother provide assurances for those working in the education sector?

We do our homework

Before Brother provides any advice and recommendations, its team of experts conduct a full school-wide print and imaging assessment. Through its Managed Print Service (MPS) offering they can immediately identify any weak points, including print and IP security risks.

Once they fully analyse your current situation (including print volumes and a breakdown of A4 and A3 needs), they'll get to work placing the right machines within reach of the right people.

While creating a solution that works seamlessly together, Brother identifies and outlines ways to put security and privacy front and centre.

These solutions may include:

- Implementing access controls such as printer sign-in procedures (unique pin number and NFC access cards) to avoid items being taken from the out tray.
- Placing printers exactly where they're needed in close range of those who use them most.



Through its Managed Print Service (MPS) offering Brother can immediately identify any weak points including print and IP security risks.



- Streamlining all devices and processes, including printers, scanners, faxes and copiers through management of one lead print provider.
- Proactively keeping up to date with current and future threats and ensuring your print solutions, security and privacy measures are industry-leading.
- Ensuring an up-to-date print fleet with devices that meet industry standard security protocols such as IPsec, SSL & TLS.





Future proofing: embracing new technologies in the digital age

There is no debating that technology will continue to play a core role in curriculum. As a nation we are seeing one of the Government's biggest changes to the education curriculum in a decade, with a major shift towards digital literacy.

In March 2018, a \$6 million All Equity fund was launched to give less-advantaged students better access to digital tools, skills and knowledge.

The *Digital Technologies for All Equity Fund* is one part of a \$38 million funding package to make digital technologies more accessible for New Zealand students. This also includes around \$24 million to help teachers prepare to teach the new curriculum, which will be fully integrated by 2020.

Change will continue to happen in this space, and Brother is committed to meeting these requirements with print and imaging solutions that fit in seamlessly with the changing needs of schools right across the country—incorporating both urban and rural schools. This includes the latest security updates ensuring that student and staff information remains safe as technology evolves and new threats arise.

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To ensure they're continually ahead of the game, Brother is already meeting demands of the changing needs in this sector by:

■ **Developing technology that caters to digital natives**

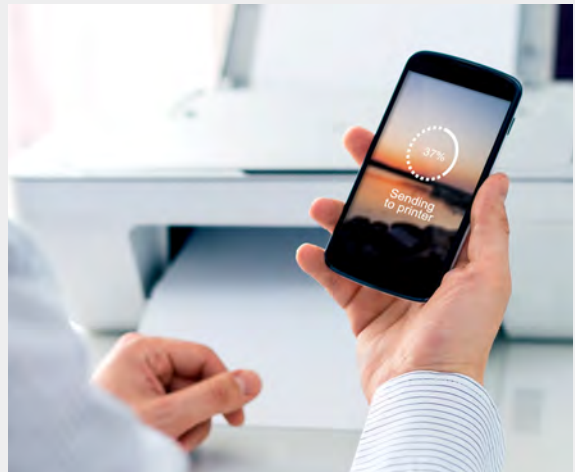
Keeping up with technology changes and developments is part of Brother's DNA. Now it's become more important than ever as the speed of tech evolution continues to rise. Brother continually looks at its products and service offering to ensure that they're meeting the needs of its diverse customer base. Brother's print solutions allow staff to print and scan on the move, collaborate online and access documents through the cloud.

■ **Streamlining workflows**

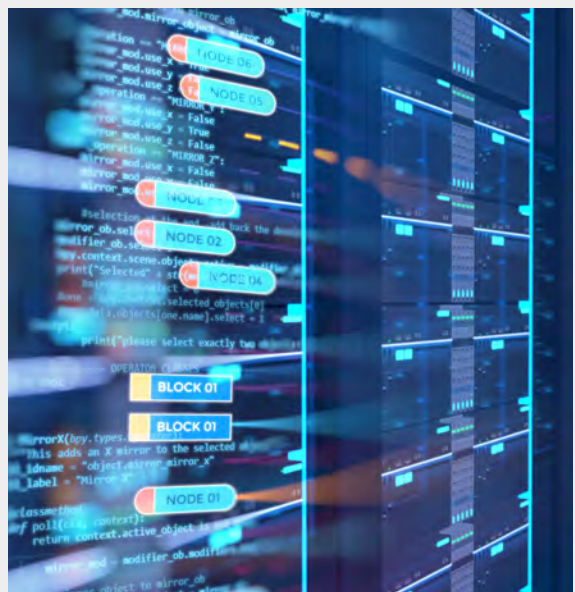
Having the latest print software, and a partner that truly understands what you need, will give you benefits beyond the physical process of printing itself. Customers who utilise Brother MPS enjoy improved workflows and efficiencies thanks to on-tap service and support, which means everything works seamlessly without you having to think about it.

■ **Cloud-based document storage**

As the 'work from anywhere' model garners momentum in New Zealand and abroad, being able to access and share documents at your fingertips is becoming increasingly prevalent. Many Brother devices include features that allow you to upload documents or photos from a scanner or memory card, or print documents directly from popular online storage sites. Its cloud-based apps allow you to get creative with documents without the need for a computer.



Brother's print solutions allow staff to print and scan on the move, collaborate online and access documents through the cloud.



These apps can be downloaded straight from your mobile device, whether that's a mobile phone or a tablet. These include:

Scan to Office App

The Brother Scan To Office App scans a hard copy document and uses OCR (Optical Character Recognition) to convert it into a Word®, Excel®, or PowerPoint® file with editable text. This app also saves the images in the document as individual JPEGs that can be moved within or deleted from the new document.

Scan to Email App

The Brother Scan To Email App takes a document you've just scanned, and sends it to an email address selected from a pre-populated address book. Create a custom address book with up to 10 addresses, and then select a recipient with the push of a button.





Keep connected: collaboration, communication & workflow

One of the major advantages of partnering with an expert print and imaging provider like Brother, is being able to tap into their specialist understanding of New Zealand businesses and organisations.

By working closely with technology experts in education, you can rest easy knowing your systems and networks are safe and secure and working as they should be, exactly when you need them. Brother provides various technology solutions (within its print and imaging technology and beyond) that are designed to improve collaboration, communication and workflow.

These include:

Mobile printing from Apps

Brother has developed solutions specifically with education in mind, and for those who are constantly on the move. Brother iPrint&Scan is a free app that allows you to print photos (JPEG images) from your Windows® Phone 7 device, and print from and scan to your Apple® iPhone, iPad, iPod Touch or Android™ Smartphone on your wireless network. So if you need hard copies you can send them straight to your nearest printer. Or, if you have a document that you want to store in the cloud or share with another teacher you can use your nearest Brother scanner or all-in-one to upload it to where you want.

Brother provides various technology solutions (within its print and imaging technology and beyond) that are designed to improve collaboration, communication and workflow.



Brother labels are made to work hard, being sun, water, temperature and germ resistant.



Pocketjet printers for classroom

Learning outside of the classroom is not a new idea, with field trips and school camps being something that most of us have fond childhood memories of. But now technology has taken traditional learning methods and amplified them in ways that help to increase engagement and add an element of fun!

From a teacher's perspective, even technology such as printers have become mobile. The Brother Pocketjet printer allows you to print from anywhere the day takes you—perhaps the school yard or further afield to a school camp! It's fully portable, lightweight and not much wider than an A4 piece of paper, plus the Wi-Fi and USB connections conveniently link to tablets, smartphones, PCs and laptops.

Working in the cloud

When your work requires flexibility and remote accessibility, a cloud service can be hugely beneficial as it lets you access data and documents via mobile devices whenever you have an internet connection.

Also, if you need to make use of a classroom office printer or scanner while you're on the move, you can wirelessly and securely print documents from any device or location, and remotely monitor and manage your devices and workflow.

Label it

Another way Brother supports the needs of teachers and those working in education is with its popular range of PTouch durable label makers. With one of the toughest labels on the market, they are ideal for schools—from visitor labels in reception to naming bag racks, classroom stationery and sports equipment, Brother labels are made to work hard, being UV, water, temperature and germ resistant.



Choose a technology partner that understands the needs of your school

Brother has a 60-year history in New Zealand, giving them a distinct advantage when it comes to knowing the needs of Kiwi businesses.

Choosing the right print partner will form a crucial part of your technology strategy.

Print as a service, not just products

With Brother Managed Print Services (MPS) you'll see print in a completely different way. Brother works with businesses right across New Zealand managing print as a service, where they become partners taking care of all your maintenance needs including full service and support of your devices. Brother customers have access to its 24/7 New Zealand helpdesk, 4 year onsite warranty, automated consumables replenishment, proactive maintenance and servicing, local warehousing and free recycling.

Brother works with businesses right across New Zealand managing print as a service.

Technology solutions that are unique to you

No two print and imaging solutions are the same, which is where Brother's Balanced Deployment comes in. This is all about looking at what you already have in classrooms, offices and throughout all areas of the school. Then working through your requirements, including what and how often you print, copy and scan, and whether you are overcapitalised in any areas. Generally this process alone results in increased employee efficiency and immediate cost savings.

Total transparency

Brother prides itself on complete honesty and transparency and will only recommend a solution that fits perfectly with your needs, with products that are designed to improve efficiencies, productivity and save you money. We appreciate that entering into contracts can be time-consuming and unnecessarily complex, which is why Brother make this process as simple as possible with no confusing clauses, hidden costs or surprises down the line.

Security

Brother takes data and network security very seriously. With the increasing number of cyber security threats, and continual evolution of technology solutions, Brother's expert team makes sure they support the latest security standards and protocols. And this commitment doesn't end when products leave the warehouse. Brother is committed to keeping ahead of the latest updates and making sure customers are covered at all times.

Exceeding expectations

Brother has refined its product selection to include the very best solutions for Kiwi businesses of all sizes. While each has its own unique features, every product is built with a single goal in mind—to exceed customer expectations.

Advanced software and technology solutions

Whatever solution is best suited to your needs, you can be sure that it is fitted with advanced software and functionality. Some of Brother's most popular education solutions include full mobile connectivity and reduced environmental impact.



Brother's expert team makes sure they support the latest security standards and protocols.



Industry-leading 24/7 service and support

It's 6pm on a Friday, school has cleared out and a teacher has stayed behind to prepare a project for their class for Monday morning. If they strike an issue with one of their printers, then the last thing they want is to wait for someone to take their call on Monday before class starts. This sort of disruption is not only highly frustrating, but it can also impact planning and lessons significantly.

Brother have a NZ-based local helpdesk who are on hand when you need them, 24 hours a day, seven days a week, 365 days a year. Brother listens to their customers and does whatever they can to ensure you're able to operate efficiently and effectively with the right technology in place.

Brother also understands that sometimes it's difficult to know the cause of an issue, so if it turns out to be non-printer related (for example, a network issue or operating system), they will not charge you and are always happy to help wherever they can—even on the weekends.

Caring for our future generations

Living in such a beautiful corner of the world, Kiwis are increasingly putting environmental considerations at the centre of everyday life. And businesses and education providers are following suit with social responsibility programmes becoming an integral part of their strategic plans.

Enviroschools are just one example of such programmes, supporting children and young people to plan, design and implement sustainability action that is important to them and their communities. Today there are over 1,000 Enviroschools across New Zealand, embracing over 260,000 children, their whanau and thousands of teachers.

Although we are small, New Zealand is undoubtedly leading the way in sustainability, be it through education-led initiatives like Enviroschools or through larger country-wide ambitions such as the bold goal of becoming a carbon-neutral country by 2050.



Brother have a NZ-based local helpdesk who are on hand 24 hours a day, seven days a week, 365 days a year, when you need them.

Many Kiwi brands are already playing their part in meeting this ambitious target, including Brother NZ, which is proudly the number 1 print brand in the country when it comes to reducing carbon emissions.³

Ranked in the top five reducers across the country, Brother NZ, is the only print brand to receive the accolade with a reduction of 716.06 tonnes of CO₂e, or 43.8 per cent across the past six years. To put that in perspective, this is the same as driving from Auckland to Wellington in a medium-sized petrol car over 5,000 times.

It's not just carbon emission reductions Brother is focused on either, with an active approach to environmental care in everything they do. Here's just a snippet:

- They have the most comprehensive, free end-of-life recycling programme (for both hardware and consumables) provided by any NZ print manufacturer.
- With Brother MPS, business customers not only get free delivery and installation, but any old A4 devices that are no longer working or needed will be taken away for free and disposed of safely.
- Brother products contain no nasties (no mercury, lead, cadmium, chromium and nickel or their compounds).
- They were the first print brand in NZ to receive the world leading carboNZero certification.
- They've developed cutting-edge technologies to improve product features like 'Low-Energy Standby'. 'Coatless Surface Technology' is another example of innovation that has reduced the VOC (volatile organic compound) emissions during manufacturing.
- With the ability to monitor devices remotely, Brother always knows when you're about to run out of consumables, so you're never caught out. When new ink or toner is delivered, they also recycle the old consumables for free.

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³carboNZero and CEMARS Top 20 Reducers Programme, 2018



5 ways print can transform the way you work today

1. Cost is a common barrier for schools looking to streamline their technology solutions. Brother can work with you to develop simple, clever solutions that are proven to reduce costs and improve efficiencies and productivity.
2. You will no longer need to keep up with technology advancements yourself. With Brother MPS, its expert team can help to future-proof your print and imaging operations so that you don't have to worry about it.
3. Software and device updates and replacements will happen proactively with little to no disruption to your work day
4. Security and privacy concerns are covered with smart solutions like access controls, and proactive monitoring for potential breaches.
5. Staff collaboration will improve with print features and sharing tools that complement non-traditional work environments and flexible workspaces.

Ask the experts

Brother can look at the way you manage your printing and make suggestions to address any issues you may have.

To learn more about how Brother Managed Print Services could benefit your business, request a consultation by calling the Brother New Zealand Helpdesk on 0800 243 577.

REQUEST A CONSULTATION



About Brother

Brother has been at the side of Kiwis, delivering peace of mind with outstanding service for 60 years. We're rated the number one print brand for service and support by Kiwis.*

Brother is the leading provider of print and imaging equipment and labelling solutions in New Zealand, servicing the retail, corporate and B2B markets. Brother's Managed Print Services take the time to understand your needs and find the right bespoke solution for your business. They'll ensure your print solutions work like clockwork in the background, allowing you to focus on your core day-to-day operations.

*According to Perceptive Research 2018