

Mopria Alliance Case Study

The Power of Collaboration in the Global Print Ecosystem

Trillions of pages are printed around the world every year. These pages aren't without purpose, they represent our lives; pictures, recipes, reports, checks, brochures, art projects from homes, universities, small or global businesses. Few industries generate such volume. Few industries are as ubiquitous as printing. Few industries are among the oldest disruptive technologies in the world.



As the world shifts from one disruption to another, in this case, computers to mobile devices, printing needed to prepare for the future and meet changing life- and work-styles. Canon, HP, Samsung and Xerox created the Mopria® Alliance to do just that in 2013. Today, Adobe, Konica Minolta, Microsoft, Qualcomm, Lexmark, Kyocera, Toshiba, Brother, Epson, Fuji Xerox, NEC, Pantum, Ricoh, YSoft, Sharp, Dell and Primax have joined the Alliance and are collaborating on a mobile printing future.

Collaborating within an industry is a well-known challenge. When collaborating with another that controls access to reaching billions of people, the future is less clear. There are numerous hurdles to overcome and questions to answer. Do interests align? How do you manage intellectual property? Is it easy to work together? How do you even open the door to discuss collaboration?

The Mopria Alliance sprinted its way over those hurdles, built a relationship with Google and the two groups set off on a path to methodically improve the print experience for Android™ users. The first collaboration between the two groups can be found in Android Nougat, which features Mopria technology making it easier for users to find a printer with a manufacturer specific printer app or the Mopria Print Service universal printing app.

With that success, the collaboration continued with an even bolder plan. On August 21, 2017 Android 8.0 Oreo™ debuted featuring a particularly sweet new feature: basic printing without the need for a printer app. Mopria technology is at the heart of this capability and

gives every Android 8.0 Oreo-equipped device unprecedented and intuitive printing convenience to any Mopria certified printer.

These improvements were possible because the printer industry is united in its collaboration, making it easier for the Android team to talk with one organization vs. 20 separate companies. Alliance demonstrated its leadership by negotiating a license with Android, using its printing expertise to guarantee success. Now Google gets to improve its dominant Android operating system and compete against Apple iOS® and its AirPrint® feature.

Today, there are more than 100 million Mopria certified printers standing by and ready to help Android users print without the need for a brand-specific printer app. In fact, 97% of all the world's printer manufacturers offer this convenience. Printers come in many shapes, sizes and capabilities. They also staple, collate, print pictures and help us put our best foot forward. Access to these advanced features are found in the universal Mopria Print Service and printer specific apps.

The Mopria Print Service app is a truly global solution providing users with 50 languages to help them communicate efficiently. The Mopria Print Service delivers the convenience of immediate, out-of-the-box print capabilities to users everywhere without the need to install a manufacturer specific app. Millions of pages a day are printed from mobile device users today, and that number will grow.

Since 2013, Inventures stood side-by-side, working with the Mopria Alliance in rejuvenating the global print ecosystem. Over the years, we've provided them [membership management](#), [financial services](#), [communication and public relations](#), [marketing services](#), [certification management](#), [program management](#), [member meeting services](#), [executive leadership](#), [global headquarters services](#), [workgroup collaboration](#) and [web/IT services](#). Our services allowed the Alliance to stay focused on the goal of making mobile print easy as they traveled the not always straight path to success.

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