

Xerox Corporation

BLI 2021-2022 PaceSetter
in MFP App Ecosystem

xerox™



Xerox Corporation has claimed the prestigious Buyers Lab (BLI) 2021-2022 PaceSetter Award in MFP App Ecosystem for Western Europe thanks to its...

- Deep MFP app portfolio, which includes connectors for specific verticals and unique apps for tasks like audio document creation
- Wide range of devices that support the company's app portfolio, which brings advanced MFP workflows to MFPs suitable for home, office, and light production environments
- Network of 5,800 registered partner app developers worldwide
- Flexibility around how apps are purchased and deployed depending on the developer or dealer's preference
- Prominence of apps and the Xerox "Workplace Assistant" MFP strategy in conversations with customers and channel partners

As organizations look for ways to boost worker productivity, MFP-resident apps can be invaluable for streamlining workflows, saving time, and freeing teams to focus on the work that matters. Similar to apps on a smartphone, these apps reside on the device and are accessible via the MFP's touchscreen, connecting workers to commonly used applications and helping them perform other advanced document workflows. To determine which document imaging OEMs lead the MFP app space, Keypoint Intelligence evaluated approximately 30 points of differentiation in key categories such as embedded software platform technology, developer support, and market approach.

In addition to the myriad apps Xerox has developed in-house, the company has opened up development to dealers, ISVs, and end even qualified customers, enabling them to create apps they can use themselves or share and monetize. Vertically speaking, apps have been designed for sectors like education (apps for proofreading, connecting to Blackboard), healthcare (to streamline the secure sharing patient information), legal (connecting to legal software, auto-redaction), and retail (connecting to Sage applications, and a unique ID checker app). Xerox has also made educating dealers and customers on MFP apps a priority, putting on regular webinars, conferences, and trainings focused on these kinds of solutions as well as producing up-to-date e-materials.

"With over 120 MFP apps for direct scanning to cloud services and business applications, vertical-specific workflows, translating documents, auto-redacting documents, secure digital fax, and

much more, Xerox and its developer partners give workers many options for optimizing document-centric tasks,” said Jamie Bsales, Keypoint Intelligence’s Director of Smart Workplace & Security Analysis. “On top of that, the apps have undergone a thorough review and security testing process and can either be sold and deployed by the dealer or available for customers to purchase directly.”

About Keypoint Intelligence

For 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry’s most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers’, channels’, and their customers’ transformation in the digital printing and imaging sector.

About BLI PaceSetter Awards

Based on exhaustive questionnaires, in-depth interviews, and a proprietary rating scale, Buyers Lab PaceSetter Awards recognize those document imaging OEMs that have shown market leadership in a variety of categories, including technologies, services, and key vertical markets.

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Randy Dazo
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Deanna Flanick
Chief Revenue Officer

Matt Farmer
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