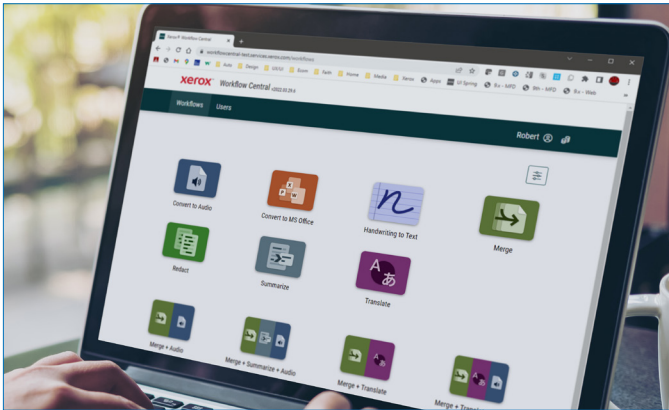




## BLI 2023 Smart Workplace Software Line of the Year Award

# xerox™



Xerox Workflow Central



Xerox Corporation has won the coveted Buyers Lab (BLI) 2023 Smart Workplace Software Line of the Year Award from Keypoint Intelligence thanks to its...

- Vision that focuses on digital transformation and the augmented worker
- Ability to address the challenges presented by a hybrid workplace
- Unrivalled collection of MFP apps to extend the hardware's functionality, including the unique Workflow Central platform that makes apps available beyond the MFP
- Cutting-edge CareAR remote services platform that leverages the power of augmented reality to transform field service and report customer support

"Our market research shows that companies are looking to 'work smarter' and streamline processes to free up employees for mission-critical work, so it's no surprise that digital transformation (DX) is now at the core of almost every IT initiative," said Jamie Bsales, Principal Analyst of Smart Workplace & Security Analysis at Keypoint Intelligence. "Our Line of the Year study this time around focused particular attention on the OEMs that are best poised to enable this transition for their customers. In this regard, Xerox stood out for its impressive portfolio of apps, software, and services that equip customers to meet the challenges presented by these shifting process paradigms."

To determine the award recipient, Keypoint Intelligence's experienced analysts consider the document imaging, digital transformation, and smart workplace solutions each leading OEM officially sells and supports via its direct and independent sales channels. The vendor's own products and those from partner ISVs are accounted. Another consideration is the variety of offerings in each of those categories to suit the needs of different size organizations, from small businesses to global enterprises.



In the study, Xerox improved upon its past award-winning showings thanks to its focus in key areas:

### Vision That Focuses on the Augmented Worker

Xerox offers unique Intelligent Document Processing and workflow automation solutions (such as Xerox Workflow Central, the Xerox DocuShare family, and a wide range of ConnectKey apps) to streamline common tasks. In keeping with this theme, the company also has the cutting-edge CareAR Service Experience Management platform to enable remote technicians to assist on-site techs and customers. The company also has advanced software suites (XMPie family, FreeFlow suite) that make content creators and production-print operators more efficient.

### Ability to Solve Hybrid Workplace Challenges

Inclusivity for remote/hybrid employees is a must in today's workplace. The company's portfolio fully addresses these needs with a range of cloud-based solutions and services (Xerox Workplace Cloud, ConnectKey app support on A4, DocuShare Go) that let remote employees function as efficiently as their office-based colleagues.

### Xerox Has the Secret Sauce

Moreover, those solutions are just the tip of the iceberg. The company maintains an unrivaled portfolio of Xerox-developed and partner applications, and on-MFP ConnectKey apps designed to streamline tasks for general business users as well as those in key vertical industries. To augment an expansive roster of workflow automation solutions—and to ensure just the right fit—a DX engagement can start with the deployment of the company's proprietary Workflow Mapping tool to identify inefficient business processes, while the Solution Design Tool helps enable collaborate design and virtual demonstration, aligning business objectives with solution capabilities for the best outcome." Xerox also delivers expert support for the solutions it provides. And unlike some OEMs, most of the solutions the company offers are available through both Xerox direct and dealer channels.

“Xerox is committed to helping our customers with their digital transformation efforts as they adapt to an ever-changing work environment,” said Tracey Koziol, senior vice president, Global Offering Solutions at Xerox. “Powered by artificial intelligence and analytics, we automate complex business processes to enable a productive work experience from anywhere.”



**Tracey Koziol**  
 Senior Vice President, Global  
 Offering Solutions  
*Xerox Corp.*

## Exceptional Portfolio

Here are some of the solutions that helped Xerox earn the BLI 2023 Smart Workplace Software Line of the Year Award.

### Xerox Workflow Central

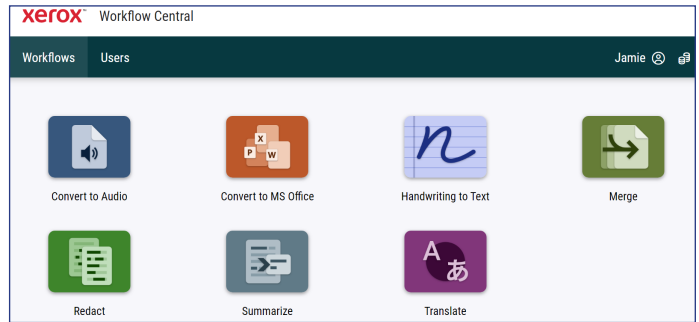
Xerox Workflow Central brings the power and convenience of the company's App Gallery productivity apps to smartphones, tablets, and PCs—no MFP required. The suite currently includes seven popular workflow apps (with more on the way) that lets user convert files to audio, convert files to Microsoft Office formats, convert handwritten notes to text, redact text strings in documents, translate documents to a host of languages, merge & summarize documents, and add merged files together to create a new master document that is shorter and more concise. These applications are each time savers on their own and, when put together, create an impactful set of features that will boost productivity across a wide array of organizations.

### CareAR Platform

The CareAR service experience platform equips field technicians with remote assist and self-solve augmented reality graphical guidance. Real-time graphical direction in context over the actual device within the technician's standard smartphone field of view makes service calls and training more effective and efficient. The platform provides numerous tools through XR, letting the remotely located expert make annotations (which are anchored in place, even if the field worker moves their screen), highlight areas for focus, and provide other visual direction. Customers can also use the solution to ask for help, with the same real-time AR-enhanced assistance delivered within an immersive visual engagement that increases remote solve rates and enhances the service experience.

### Xerox Workplace Cloud

The Xerox Workplace Cloud solution provides comprehensive authentication, accounting, and authorization features for complete cloud-based print management. But what sets it apart from most offerings is the Home Print Tracker utility, which



Xerox Workflow Central

brings print management to home-based employees by monitoring printer usage—no matter the brand of printer. This gives full visibility to the company as to the true amount of printing being done, and it enables employees to be reimbursed for prints created at home on their personal devices.

### Xerox DocuShare Family

Comprising three individual offerings, DocuShare is the company's flagship content management and collaboration platform for managing information and automating the business processes that surround it. The private cloud version, DocuShare Flex, allows businesses to manage documents in the cloud and automate key business processes. During testing, Keypoint Intelligence analysts found that DocuShare Flex is superior to some other leading solutions for working with unstructured documents, such as contracts and text-heavy office documents, and where team collaboration is a key requirement. Moreover, as a cloud platform, DocuShare Flex requires no up-front investment in servers or other IT resources while also delivering fast setup and quick ROI. Aimed at the smaller business or departmental group with less document intensive processes, DocuShare Go is an ideal solution for those that need a simple to use platform that can organize, manage and support, secure document collaboration with internal and external users.

## Xerox ConnectKey App Catalog

Helping to propel Xerox to the front in this study is the wide variety of MFP apps and connectors that have been created both by the company and its partner developers. Some of the highlights include:

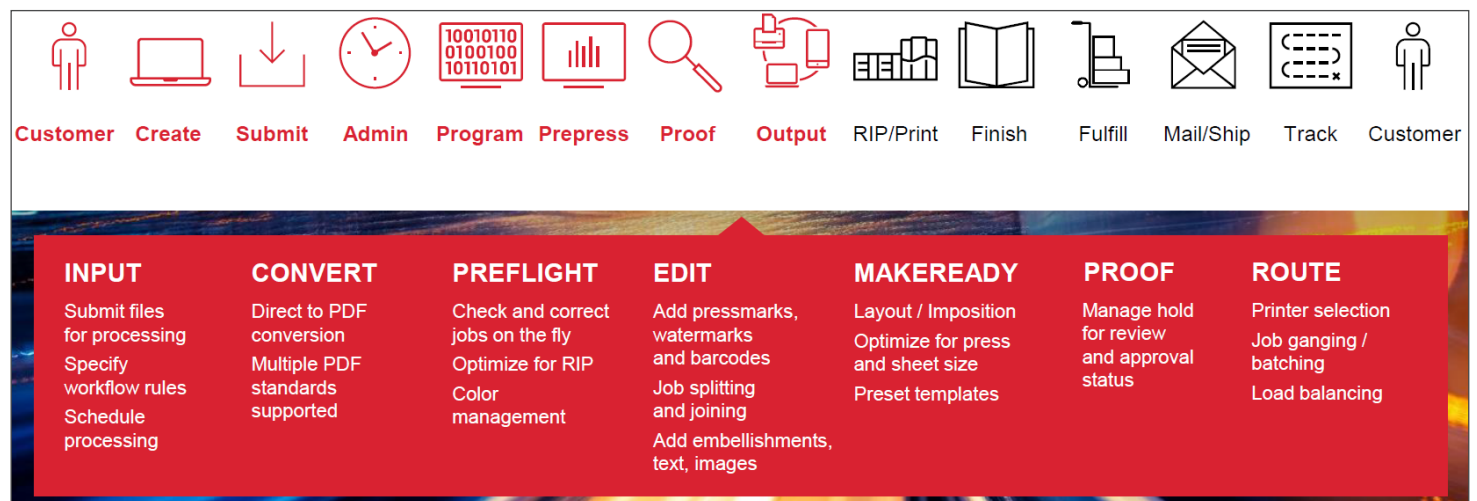
- *Xerox Summarizer*: Covert lengthy documents into concise summaries so easier to read and stay on top of tasks.
- *Xerox ID Checker*: Instantly verifies critical documents such as a driver's license, passports, and country IDs for fraud
- *Xerox Connect for SignNow*: Integrates with SignNow eSignature workflows, allowing for users to sign documents on the user interface instead of printing out and wet signing
- *Xerox Connect for XMPie*: Gives instant access to over 50 professionally created templates like greeting cards and calendars, then allows for personalized information to be added on the fly by the user
- *Xerox Connect for RMail*: Secure scan-to-email solution that complies with HIPAA and GDPR security requirements

## XMPie Suite

This unique customer communications management (CCM) platform seamlessly connects to databases to generate personalized multichannel marketing campaigns and other business communications. Messaging is synchronized across all channels (not just print), and the suite delivers a host of content creation and management tools to help businesses create and manage effective direct marketing and cross-media campaigns.

## Xerox FreeFlow Solutions

The FreeFlow family of production-print software helps eliminate time-consuming manual tasks and streamline every step of the production process from design to final output.



Xerox FreeFlow Core

## About Keypoint Intelligence

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For over 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 Line of the Year Awards

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Line of the Year Awards salute the companies that provide a broad range of hardware or software and whose products consistently performed above average throughout testing. Much consideration is also made by Keypoint Intelligence analysts and technicians in areas such as ease of use, features, and value, across an entire portfolio for that product area, with the end result being the most prestigious Buyers Lab Awards offered.



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