



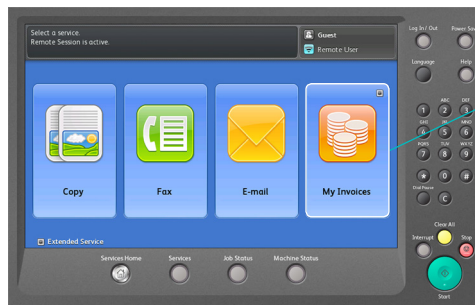
# Xerox® ConnectKey Apps Enabled by Xerox® App Studio

Changing the way MFPs work for a  
more optimized business experience.

# Let Xerox® ConnectKey® Apps simplify everyday processes on the multifunction system.

Add a new dimension to the way businesses work with ConnectKey. MFPs used to be very static in the way they worked. This meant users would often see features they didn't need or perceive the most simple of tasks to be time-consuming.

ConnectKey Apps allow for a truly customized and personalized experience by aligning the MFP to specific business processes. They also help to increase user productivity by simplifying and shortening everyday tasks.

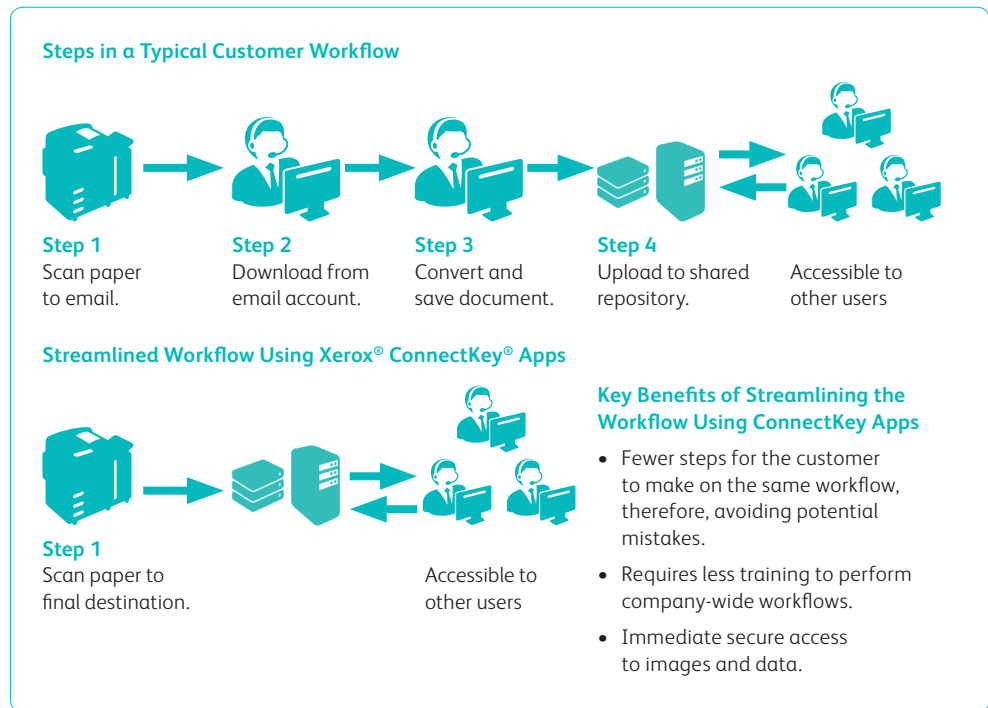


Personalized workflow creation

Show all features to everyone or hide based on user permissions or access rights.

## Xerox® ConnectKey Apps open up new possibilities.

- **Communicate with ease.** Deploy informational apps, such as promotions and company messages, that appear on the MFP's user interface. Include text and graphics, as well as logos and QR codes.
- **Remove complexity from repetitive workflows.** Create quick and easy workflows or shortcuts by adding them to the top level of the user interface for added convenience and faster access.
- **Leverage your investment.** Extend the capability of the Xerox® ConnectKey® MFP without the need for servers, software or user training.





### New ways to communicate to users.

How many users visit an MFP during a single day?

Why not use the MFP as part of your communications strategy by posting messages that alert users of current affairs within your business. It could be the latest security tips, current campaigns you are running or just generic offers or notices about your business, keeping them aware of what's happening at any one time.

Why not look for other opportunities to promote someone else's business, maybe the coffee shop next door?

### Shortcut multi-step processes by creating one-touch workflows.

Individual apps can be created to remove repetition and complexity out of everyday operations. Whether it's scanning invoices, expense reports, customer details or just sending an email, ConnectKey Apps allow you to place commonly used workflows to the top level of the user interface for a truly simplified experience.

Even simple email workflows can be improved, maybe a group of users that need to email documents to the same address on a regular basis? Why make them navigate multiple screens when you can place that specific workflow where everyone can access and use with a single touch of the screen.



### And it doesn't end there.

Further enhance the user experience by integrating other technology into created apps such as QR codes which point users to live web pages or other documentation available.



Xerox® App Studio is our new open platform that enables many different customized apps to be created. This also includes hosted workflows such as Scan to or Print from Office 365 and Dropbox™ accounts. You can even print from your own website giving users instant access to current but more importantly, up-to-date material.\*

\* Requires devices built on Xerox® ConnectKey® 1.5 technology

## Offering customers a more personalized service, it's all about Apps.

When combined with an authentication method, features can be shown or hidden, including Apps, to those who are meant to use them. This offers a more personalized experience by user or by workgroup which helps to increase productivity and reduce operator errors.



Default Walk-Up Screen (General Info Sharing)



User Group 1 Logs In



Features Enabled for Group 1



User Group 2 Logs In



Features Enabled for Group 2

Now apps can help improve any business. Why restrict personalization to individual PCs or mobile devices? Instead, extend the benefit apps bring to the MFP maximizing the investment made to employees or guest users.

	Default Walk-up Screen	Personalized Workflows	Extra Value Add
Healthcare			
Hospitality			
Legal			

New Cloud Workflows*	Direct Easy Access	Simple Navigation	Add a Personal Touch

\* Requires devices built on Xerox® ConnectKey® 1.5 technology

To download Xerox® ConnectKey® Demonstration Apps, go to [www.office.xerox.com/connectkey/apps](http://www.office.xerox.com/connectkey/apps).