

## Xerox App Studio

Outstanding Achievement in Innovation



# xerox



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To stay ahead in an increasingly competitive market, equipment resellers are constantly looking to offer new products and services that improve customers' business processes. And while MFPs today have the potential to serve as a hub for a vast number of productivity-enhancing, document-centric activities, many dealers lack the in-house expertise to develop the custom solutions that their customers need. The Xerox App Studio platform empowers resellers to create and deploy such custom MFP applications to address customers' challenges—with no development experience required on the part of the reseller. This unique mix of attributes has earned Xerox App Studio an Outstanding Achievement in Innovation award from the analysts at Buyers Lab LLC (BLI).

At its core, App Studio is a user-friendly web-based tool that allows resellers of all sizes and skill sets to easily create and deploy custom MFP-resident capture/routing solutions that enhance the usability and value proposition of ConnectKey-enabled MFPs. Xerox currently offers 11 app templates. There are capture applications for scanning to email, FTP sites, shared folders, USB and multiple destinations, as well as licensed applications that allow users to scan to and print from Dropbox and Office 365 and to print from a URL.

"Creating an ecosystem of interconnected software and hardware for customers puts resellers in a better position for maintaining long-term customer relationships," said BLI Senior Editor Jamie Bsales. "But ultimately it is the customers who benefit, as these apps can help increase efficiency and productivity in the workplace by providing one-touch access to common workflows at the top level of the user interface."

To create a custom solution, resellers need only to select the template for the desired task on the App Studio site. They are then guided through a simple step-by-step process that includes selecting features, adding destinations or accounts, and customizing the interface. Once that's done, they assign a license to the organisation and deploy the app to the target MFP(s). Plus, Xerox has invited developers to build their own applications and list them in the App Studio App Gallery, where other resellers can obtain licenses to distribute to their customers.

"Finding new ways to support our Channel Partners' growth and strengthen their customer relationships were reasons for creating the Xerox App Studio," said Jill Daddis, manager, Solutions, Office and Solutions Business Group, Xerox. "Channel Partners can now create simple-to-use customized apps and workflows on multifunction printers offering productivity gains for their customers while opening doors to new revenue streams for themselves."

## About **BLI Outstanding Achievement Awards**

Twice a year with its Pick awards, BLI gives special recognition to the hardware and software products that provided the most outstanding performances in BLI's unique evaluations. Its Outstanding Achievement awards acknowledge products or capabilities that stand out for attributes such as innovation, usefulness, energy efficiency or value.

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