

Xerox App Studio

Outstanding Achievement in Innovation



xerox



XEROX CORPORATION
Xerox Square South
100 Clinton Avenue
P.O. Box 24
Rochester, NY 14644
800-334-6200
www.xerox.com

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 organization 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.

BUYERS LABORATORY LLC • North America • Europe • Asia

Gerry Stoia, CEO

Anthony F. Polifrone,
Managing Director

Gerry O'Rourke, Managing
Director, BLI International

Patti Clyne,
Senior VP of Sales

Daria Hoffman,
Managing Editor

Dr. Simon Plumtree,
European Managing Editor

Tracie Hines, Senior Editor,
Competitive Analysis Reports

Jamie Bsales,
Senior Product Editor, Solutions

George Mikolay,
Senior Product Editor, A3 MFPs

Marlene Orr, Senior Analyst,
Printers and A4 MFPs

Lisa Reider, Senior
Product Editor, Scanners
and Environmental

Carl Schell, Senior Writer

Priya Gohil, Senior Editor

Jessica Schifffenhaus,
Associate Editor

Kaitlin Pendagast,
Research Editor

David Sweetnam,
Head of European Research
and Lab Services

Pete Emory, Director of

Laboratory Operations

Martin Soane,
European Lab Manager

Pia Beddiges, Manager
of Competitive Services

Anthony Marchesini,
IT Director

T.R. Patrick, Art Director