

# xerox



## BLI PaceSetter 2017-2018: Mobile Print



Xerox Corporation has been honored with a prestigious BLI PaceSetter award in the Mobile Print category from the analysts at Keypoint Intelligence - Buyers Lab (BLI) thanks to its...

- Dedication to covering the spectrum of mobile print needs from basic apps to advanced enterprise platformss
- Support for realistic workplaces with unique, brand-agnostic mobile print applications and outstanding hardware compatibility
- Well-cultivated ISV partnerships to enhance its strong selection of offerings
- Support for a wide range of file formats including e-mail printing across the portfolio

Mobile devices have reinvented the way the modern office operates. With most companies participating in a “bring your own device” (BYOD) policy, there is a need for solutions that enable the seamless integration of mobile printing from varied devices and by users of varying degrees of technological sophistication. To determine which OEMs lead the market, analysts at Keypoint Intelligence conducted an in-depth evaluation of the mobile-print ecosystems of 13 document imaging OEMs. The study focused on several key areas of potential differentiation, including Market Approach, Mobile Apps, Hardware Compatibility, Enterprise Mobile Solutions, and Support for Industry Standards. Based on these findings, the analysts at BLI have recognized Xerox Corporation with a BLI PaceSetter award in the Mobile Print arena.

Xerox’s mobile print offerings span from the free @PrintByXerox, which enables free secure printing from any email-enabled device, to robust, secure, and scalable solutions like the Print Management and Mobility Suite. Notably, Xerox has brought brand-agnostic capabilities to its free mobile app portfolio, allowing customers to print to just about any output device, not just its own devices as with most OEM mobile-print apps. Adding to Xerox’s strength in mobile print is the ability to enhance security with user-based tracking, guest access restraints, secure print release, and other advanced features.

“Xerox is the only vendor in this study to receive a score in the top range for every category evaluated,” noted Jamie Bsales, Director of Solutions Analysis for Keypoint Intelligence - Buyers Lab. “Xerox’s approach to mobile print is perfectly suited to the real world. The solutions are easily integrated and can be employed as simply as sending an email to a colleague.”

## About **Keypoint Intelligence - Buyers Lab**

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Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled tools and unmatched depth of knowledge, we cut through the noise of data to offer clients the unbiased insights and responsive tools they need in those mission-critical moments that define their products and empower their sales.

For over 50 years, Buyers Lab has been the global document imaging industry’s resource for unbiased and reliable information, test data, and competitive selling tools. What started out as a consumer-based publication about office equipment has become an all-encompassing industry resource. In a landscape that’s ever evolving, we change with it.

## About **Buyers Lab PaceSetter Awards**

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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 Document Imaging Security, MFP Platforms & App Ecosystems, Mobile Print, and key vertical markets.

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