

## Xerox Corporation

### BLI PaceSetter 2019–2020: MFP Platform & App Ecosystem



Xerox has been honored with a prestigious BLI PaceSetter award in the MFP Platform & App Ecosystem category from the analysts at Keypoint Intelligence - Buyers Lab (BLI) thanks to its...

- Powerful ConnectKey architecture that delivers a secure, flexible, extensible foundation for advanced MFP functionality
- Unique Personalized Application Builder program that helps reseller partners create, market, and monetize apps
- Online App Gallery marketplace that makes Xerox- and partner-developed apps readily available to customers and other Xerox resellers

Today's smart MFPs now deliver functionality that stretches far beyond printing, copying, scanning, and faxing. When used to its fullest, an MFP will act as the hub of many of an organization's document-centric tasks, most notably where paper and digital documents converge. These abilities are driven by underlying software platform technology and the apps layered on top that let customers leverage the MFP functions. To determine which OEMs lead the market in these areas, analysts at Keypoint Intelligence conducted an in-depth evaluation of offerings from nine of the leading document imaging OEMs. The study focused on dozens of points of differentiation divided into several strategic areas: Platform Technology, Developer Support, Market Approach and Dealer Support, and App Portfolio. Based on these findings, the analysts at Buyers Lab have recognized Xerox with a 2019–2020 BLI PaceSetter award in the MFP Platform & App Ecosystem arena.

In the final analysis, Xerox was among the leaders in the Platform Technology category thank to its ConnectKey architecture. And the company earned the top scores in the Developer Support, Market Approach and Dealer Support, and App Portfolio categories thanks in large part to its unique Personalized Application Builder (PAB) program. Through PAB, Xerox provides the tools, training, and marketing resources to help partners create solutions that run on compatible Xerox MFPs. The result is a much larger roster of app developers (more than 300 and growing) and a wider portfolio of MFP apps than any other OEM currently offers: almost 75 in the customer- and partner-facing App Gallery portals, plus many others that PAB partners are creating for their customers that are not part of the online marketplace.

“Most MFP platforms have existed for years, yet the app ecosystems around them are at a growth stage—especially for OEMs who have made MFP apps an important part of their strategy,” said Jamie Bsales, Keypoint Intelligence’s Director of Solutions Analysis. “This is where Xerox really shines. The company is setting a high bar for the industry with its rapidly expanding portfolio of productivity-enhancing apps. And thanks to the PAB program, Xerox continues to put daylight between itself and the competition.”

## About Keypoint Intelligence - Buyers Lab

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

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 technologies, services, and key vertical markets.

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