

xerox



BLI PaceSetter 2017–2018: MFP Platforms & App Ecosystems



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

- Uniquely holistic view of the MFP device, embedded platform, and app ecosystem through Xerox's Extensible Interface Platform (EIP), ConnectKey Technology, and online app portal offerings
- Tremendous development support and the easy-to-use App Studio including a portal for partners, an online forum, guidelines for marketing, style sheets, and in-person Developer Day workshops
- A comprehensive market approach with special considerations for users, dealers, and ISVs
- A wide portfolio of apps available on the App Gallery and App Studio sites, as well as from a growing roster of partner developers

Multifunction printers are often the hub of an organization's document-centric operations. Far beyond just simple print or copy functions, these "smart" devices can help streamline capture/routing tasks, initiate custom document workflows, control device usage, and more. These abilities are driven by underlying software platform technology and the "apps" layered on top that let developers leverage the MFP functions. To determine which OEMs lead the market in these areas, analysts at Keypoint Intelligence conducted an in-depth evaluation of 13 document imaging OEMs. The study focused on dozens of points of differentiation divided into several strategic areas. Based on these findings, the analysts at BLI have recognized Xerox Corporation with a BLI PaceSetter award in the MFP Platforms & App Ecosystems arena.

In this analysis, Xerox was the only vendor to score in the top tier for each of the criteria categories: Platform Technology, Developer Support, Market Approach, and App Portfolio. Contributing to Xerox's high score was a standout dedication to developer support, a considerable portfolio of apps that span the various solutions segment, and the intelligent platform design to support them. Perhaps most notable is Xerox's unique go-to-market strategic approach, productizing the platform for dealers, customers, and ISVs as a truly customizable, beneficial tool for all.

“Xerox has shown exceptional attention to detail across all aspects of its platform and apps ecosystem, from the pioneering EIP embedded platform to the unique App Studio portal for creating customized apps and the impressive App Gallery for ready-made apps,” said Jamie Bsales, Director of Software Analysis for Keypoint Intelligence - Buyers Lab. “And Xerox is leading the way in getting dealer partners on board with developing custom apps to meet customer challenges, to help turn its devices into true workplace assistants.”

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

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