



BLI PaceSetter 2017-2018: Mobile Print



HP Inc. 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...

- Extensive portfolio of HP-branded mobile print solutions, ranging from free applications to advanced enterprise software
- Strong partnerships with third party providers to ensure a fit for all mobile print users
- Ability to emulate printing from the desktop with robust print settings available on the mobile device
- Exceptional attention to security features across its mobile print portfolio

Today's "smart" mobile devices have completely changed the way business is conducted. With the surge of the "bring your own device" (BYOD) trend, where employees are increasingly using their personal devices in the workplace, there is a need for platforms that enable the seamless integration of mobile printing. 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 HP Inc. with a BLI PaceSetter award in Mobile Print.

Contributing to HP's strong scores are the breadth of its portfolio, including three in-house developed enterprise solutions, five mobile apps to suit a variety of needs, plus another five significant third-party partnerships. In addition, HP landed in the top tier in this study in other areas including market approach and vision, hardware compatibility for its mobile offerings, and support for industry standards. It also stood out for its support for legacy printers which allows companies with older fleets to participate in modern workflows without purchasing new devices.

“As a pioneer in both output devices and personal systems, it is no surprise that HP has considered mobile printing a vital capability since mobile devices were first adopted,” said Jamie Bsales, Director of Software Analysis for Keypoint Intelligence - Buyers Lab. “Its early and ongoing commitment in this space shows, as HP is able to provide a solution for most any mobile print need, from a single user looking for the closest printer to a workflow-oriented and security sensitive enterprise client. And even the free applications from HP can support many advanced printing features and diverse file formats, allowing for genuine business integration.”

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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