

## Xerox Corporation

BLI 2021-2022 PaceSetter  
in Hybrid Workplace



Xerox Corporation has claimed a prestigious Buyers Lab (BLI) 2021-2022 PaceSetter Award for its Hybrid Workplace initiatives from Keypoint Intelligence thanks to its...

- Leading offerings across all categories evaluated, including document hardware, apps, software, and services that enable a hybrid workforce
- Home-worker segmentation matched with appropriate technology, including A4 ConnectKey devices and scan-to apps for workers heavily involved with capturing, processing, and sharing paper documents
- Cloud solutions such as DocuShare Flex, DocuShare Go, and Workplace Cloud that extend document and print management to workers no matter their location
- Digital mailroom services, Team Availability App, and other offerings that help companies weather this storm

COVID-19 has upended many facets of our lives, including the way we work. Today, people are more likely to be working from home, or splitting their time between home and the office. Document technology vendors have adapted to this new reality with solutions that enable a hybrid approach to working in both environments. To determine which companies lead the market, Keypoint Intelligence conducted an in-depth evaluation of the hybrid workplace-related offerings of most of the major document imaging OEMs. The study drilled into over 40 points of differentiation spread across key categories: company vision, document hardware and apps, document software and services, smart workplace offerings, and more. Based on these findings, Keypoint Intelligence has recognized Xerox Corporation with a BLI PaceSetter Award 2021-2022 for its Hybrid Workplace initiatives in the markets Xerox serves globally.

“Going into the pandemic, Xerox already had a strong portfolio of products and services to support an evolving workplace,” said Jamie Bsales, Keypoint Intelligence’s Director of Smart Workplace & Security Analysis. “Over the past few months, the company has quickly added to its portfolio to help customers adapt on the fly.”

Digitization and automation are key drivers of Xerox’s business, aligning well with hybrid work requirements. Through DocuShare Go, home workers have 24/7 access to documents through any computing device, along with real-time document collaboration. Xerox Workplace Cloud’s

ability to track and manage home printing further supports remote working, while Xerox VersaLink devices provide home-based employees with access to productivity-enhancing ConnectKey apps that office-based workers enjoy. Thanks to Xerox's Digital Mailroom Service, home-based workers can still receive business mail (in electronic format) without having to trek to the office. The unique Xerox Team Availability App lets employees report where they will physically be working—home or office (and for companies with multiple locations or buildings, which office)—and alerts them if the office is at capacity on a given day.

## About Keypoint Intelligence

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For almost 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence—improving business goals and increasing bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

## 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 with technologies, services, and key vertical markets.

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