

Canon

BLI PaceSetter 2017-2018 for Education: Higher Education



Canon U.S.A., Inc. has been honored with a prestigious BLI PaceSetter award in the Education category from the analysts at Keypoint Intelligence - Buyers Lab (BLI) thanks to its...

- Wide spectrum of office and production-print capture and output devices
- Impressive peripheral offerings, such as still and video cameras, medical equipment, production printers, projectors, and surveillance cameras
- Advanced software solutions and partnerships for higher education necessities including print cost recovery
- Support for campuses with professional services, as well as through programs developed to improve student life, university offerings, and surrounding communities

For its PaceSetter study, BLI invited all leading document imaging OEMs to complete an exhaustive questionnaire detailing their education-relevant offerings in key areas including the vendors' relevant hardware and software portfolios, service and support offerings, professional services capabilities, security offerings in the space, and demonstrated market leadership. OEMs that opted to participate were also asked to make key personnel available for in-depth interviews with the Keypoint Intelligence analyst team to give a more complete picture of the vendors' strategies for the education market. Based on these findings, the analysts at BLI have recognized Canon U.S.A., Inc. with a 2017 BLI PaceSetter award in the Higher Education category.

Canon came out on top thanks to a wide range of software and hardware solutions, tremendous professional services and support, and excellent security offerings. For example, uniFLOW allows universities to reduce print costs, integrate with card payment solutions, enable mobility throughout a campus, and improve device management. The Therefore information management platform can be used to handle student onboarding and manage the myriad communications documents needed to keep students, parents, faculty, and alumni in the loop. The Intelligent Grading Solution helps streamline test creation and grading, as well as providing professors with data to understand overall class performance and better address areas in which students are scoring poorly.

“Canon has so much to offer customers in the higher education market,” remarked Jamie Bsales, Director of Solutions Analysis at Keypoint Intelligence. “Yes, the company has the requisite document imaging office equipment, and yes, it is excellent. But Canon’s product portfolio also includes world-class still and video camera equipment for university sports programs and art departments, Axis video surveillance cameras, diagnostic equipment for med schools, REALiS projectors for lecture halls and more. Just as importantly, Canon has proven itself a true partner with its university customers, offering internship programs, sports-program sponsorships, and underwriting for outreach programs that benefit both students and the surrounding communities.”

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. Buyers Lab evolves in tandem with the ever-changing landscape of document imaging solutions, constantly updating our methods, expanding our offerings, and tracking cutting-edge developments.

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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