

Canon U.S.A., Inc.

BLI PaceSetter 2020–2021 in
Serviceability & Support

Canon



Canon U.S.A., Inc., has claimed the Buyers Lab (BLI) PaceSetter award 2020–2021 in Serviceability & Support for North America from the analysts at Keypoint Intelligence thanks to its...

- Broad range of tools to assist service and support during the pandemic
- Continued investment in the service toolbox to utilize new technology and forward-facing vision
- Extensive device security portfolio protecting firmware and software through proprietary and partner technology
- Highest level in the Buyers Lab test facility for service administration tools and reliability

Service and support provide the backbone to satisfied customers and brand reputation. Device uptime and smooth operation ensure the strong annuity stream for channel partners and vendors alike that make up a large portion of the revenue in office equipment. The continued investment in this area is critical to ensuring that support technology is top-notch, utilizes the latest innovations, and is adaptable to change (as in the case of the COVID-19 pandemic).

To determine which OEMs lead the market, analysts at Keypoint Intelligence conducted an in-depth study on serviceability and support. Key areas of evaluation included company vision, in-field support, environment, and tools and training provided to service technicians across direct and indirect channels. The study also had a special section on adjustments for the COVID-19 pandemic, with device design considerations, service administration, and reliability assessed through in-house testing of workgroup devices. Based on the findings, Keypoint Intelligence has recognized Canon U.S.A., Inc., with the BLI PaceSetter award 2020–2021 in Serviceability & Support for North America.

Canon achieved the highest marks in this study due to its extensive range of tools to support service during the pandemic. These range from knowledge-based tools such as e-support, e-learning, bulletins, and cleaning tips, through the manufacture of replaceable MFP control panel covers to a virtual technology event. Canon has also implemented many advanced technologies (artificial

intelligence, remote diagnostics, virtual communication, and proactive and predictive maintenance) into its day-to-day service offering.

“Canon’s exceptional serviceability cannot be tied to one area, and its commitment to service is evident,” said Deborah Hawkins, Director of Keypoint Intelligence’s Office Group. “In lab testing, Canon gained the highest marks for reliability, service administration tools for workgroup devices, and its coast-to-coast levels of in-field support. In addition, since we last assessed serviceability, Canon has significantly extended its security portfolio and virtual presence tools for service technicians, with state-of-the-art technology at its most efficient level.”

About Keypoint Intelligence

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

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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