

Canon

BLI PaceSetter 2017–2018: Mobile Print



Canon U.S.A., 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...

- Wide-reaching portfolio that spans peer-to-peer solutions, cloud-based solutions, and enterprise-grade solutions
- Attention to security concerns via features like secure pull printing, authentication, and tight integration with output management software
- Strong support for mobile-friendly industry standards including Apple AirPrint, WiFi Direct Printing, Google Cloud Print, Mopria Print Service, NFC, and Bluetooth
- Excellent hardware compatibility and adaptability including brand-agnostic solutions

Smartphones and tablets have reimagined the way individuals conduct daily tasks, both in their personal lives and in the workplace. The “bring your own device” (BYOD) trend has put pressure on document imaging equipment makers to deliver solutions that enable seamless support for mobile printing across an organization. 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 Canon U.S.A., Inc., with a BLI PaceSetter award in Mobile Print.

According to Keypoint Intelligence data, Canon is one of the strongest vendors in mobile print due to an intelligent market approach, a diverse roster of first-party apps to suit every personal mobile printing need, and a wide portfolio of enterprise-grade mobile printing solutions. In particular, the uniFLOW platform stands out in this portfolio as it is compatible across vendors, enables an easy email-to-print workflow, and offers full output management, including secure print release.

“Canon has a wide-reaching mobile print portfolio that covers peer-to-peer solutions, cloud-based solutions, and enterprise solutions,” remarked Jamie Bsales, Director of Software Analysis for Keypoint Intelligence - Buyers Lab. “Knowing that mobile print is essential to increasing productivity for its customers, Canon has made wise choices in its effort to ensure a mobile print solution exists for all scenarios, including a variety of vertical markets.”

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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