

Canon U.S.A., Inc.

BLI PaceSetter 2021-2022
in Healthcare: Visionary Leader

Canon



Canon U.S.A., Inc., has claimed a prestigious Buyers Lab (BLI) PaceSetter award 2021–2022 in Healthcare: Visionary Leader for North America from the analysts at Keypoint Intelligence thanks to its...

- Strong portfolio of MFP, printer, and scanner hardware to satisfy wide-ranging document needs across healthcare organizations of all types
- Medical device products to help diagnose and treat patients, including digital radiography and eye-care imaging technology
- Portfolio of workflow, print management, and information management solutions and services
- Marketing leadership to back up its technology portfolio, including a wide array of collateral for direct and indirect channels as well as end customers

There is nothing like a global health emergency to drive home the importance of the healthcare sector. The leading manufacturers of office document technology have stepped up their role in supporting their healthcare customers with time- and money-saving solutions for better workflows, while the visionary vendors have expanded beyond the document imaging space to also deliver innovative medical technology to advance healthcare research and improve patient outcomes. To determine which companies lead the market, Keypoint Intelligence conducted an in-depth evaluation of the healthcare-related offerings of most of the major document imaging OEMs. The granular study drilled into over 50 points of differentiation spread across key categories: market vision and leadership, MFP/printer hardware and security, software, service/support, professional services, and relevant product offerings beyond document imaging. Based on these findings, Keypoint Intelligence has recognized Canon U.S.A., Inc., with a BLI PaceSetter award 2021–2022 in Healthcare: Visionary Leader for North America.

“From compact-yet-feature-rich imageCLASS MFPs and printers to reliable imageFORMULA scanners to robust imageRUNNER ADVANCE MFPs, all enhanced with top-notch solutions and service, Canon has the full range of document imaging technology any healthcare provider could require,” said Jamie Bsales, Keypoint Intelligence’s Director of Smart Workplace & Security Analysis. “But Canon pushes beyond document imaging infrastructure with technology for patient diagnosis and treatment.”

Canon shined in the areas of print technology and solutions, bolstered by its expansive ecosystem of offerings that work together to enable healthcare workers to be productive and focus on patient care. For instance, its robust user authentication options and SIEM integration help ensure patient information is protected. Canon's service capabilities are also market-leading, including its 24/7 e-support website for dealers. When it comes to clinical technology, the company is continually evolving as well as investing in new areas like digital radiography solutions, ultrasound products, retinal cameras for examinations, and genotyping technology to help researchers pinpoint genetic factors for disease.

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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