

Xerox App Gallery

Outstanding MFP App Ecosystem



Xerox App Gallery has claimed the BLI 2020 Pick award for Outstanding MFP App Ecosystem from the analysts at Buyers Lab thanks to its...

- Industry-leading selection of apps from both Xerox and partners
- Robust partner-developer program that encourages a steady stream of useful apps for customers
- App Studio component that lets partners quickly and easily create custom apps for clients

The trend toward MFP “apps”—ready-made MFP-resident utilities that can be downloaded and accessed from the device’s touchscreen to add functionality—is showing no signs of abating, thanks to new-generation smart MFPs and end-user’s growing familiarity with the app paradigm. Xerox App Gallery is an online marketplace that hosts a range of these productivity-enhancing apps, including ones to print from/scan to popular cloud repositories (such as Microsoft Office 365, Box, and Google Drive), extend the MFP’s fax functionality, create translations of scanned documents on the fly and more. Apps—developed both by Xerox and by approved partners—are being added on an ongoing basis. If the ready-to-run solutions in the App Gallery are not sufficient to meet a customer’s needs, Xerox also offers the App Studio, an area of the portal where resellers can create custom apps.

"As with the rest of the industry, the document imaging software landscape continues to evolve, with MFP-resident and cloud-aware 'apps' taking centre stage," said Jamie Bsales, Director of Solutions/Security Analysis for Keypoint Intelligence. "Xerox has been in the vanguard of this change. Xerox App Gallery was arguably the progenitor of the category, and it continues to grow stronger with more apps and widening developer support: The company's Personalized Application Builder (PAB) program has more than 300 partners that have been trained to develop apps for the platform."

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 Software Pick Awards

Document Imaging Software Picks stand alone in the industry and are hard-earned awards as they are based on rigorous testing, including evaluation of key attributes such as features, usability, and value. Each product that passes our lab test earns Buyers Lab's Platinum, Gold, Silver, or Bronze rating, with the best performers qualifying as Pick contenders.

KEYPOINT INTELLIGENCE - BUYERS LAB • North America • Europe • Asia

Tom Dailey,
President and CEO
Deanna Flanick, CRO
Patrick Albus, CFO

Randy Dazo, Group Director,
Office Technology & Services
Randy.Dazo@keypointintelligence.com

Jamie Bsales, Director,
Solutions/Security Analysis
Jamie.Bsales@keypointintelligence.com

George Mikolay, Associate Director,
Copier MFP/Production
George.Mikolay@keypointintelligence.com

Carl Schell, Managing Editor
Carl.Schell@keypointintelligence.com

U.S. ANALYSTS

Kris Alvarez, Editor
Kris.Alvarez@keypointintelligence.com

Lee Davis, Senior Editor,
Scanner Analysis & Software Evaluation
Lee.Davis@keypointintelligence.com

Kaitlin Shaw, Senior Editor,
Printer/MFP Analysis
Kaitlin.Shaw@keypointintelligence.com

EUROPEAN ANALYSTS

Priya Gohil, Senior Editor
Priya.Gohil@keypointintelligence.com

Simon Plumbtree, Senior Editor
Simon.Plumbtree@keypointintelligence.com

Andrew Unsworth, Senior Editor,
Software Evaluation
Andrew.Unsworth@keypointintelligence.com

LABORATORY

Pete Emory, Director of U.S./Asia
Research & Lab Services

David Sweetnam, Director of
EMEA/Asia Research & Lab
Services

COMMERCIAL

Mike Fergus,
Vice President of Marketing &
Product Marketing

Gerry O'Rourke,
International Commercial Director