Xerox Corporation

2025 Smart Workplace Solutions Line of the Year Award

xerox ™

Xerox Corporation has won the coveted Buyers Lab (BLI) 2025 Smart Workplace Solutions Line of the Year Award from Keypoint Intelligence thanks to its…

- Product and services initiatives that emphasize digital transformation, particularly by integrating AI capabilities into digital workflows
- Unmatched portfolio of both traditional document imaging and workflow solutions, and product types no other "print" OEM offers
- Unique apps and cloud services that enable hardware to serve as a DX on-ramp and workflow hub
- Industry-leading sales-enablement efforts and tools that focus on empowering channel partners and sales teams to identify market opportunities effectively

"Our annual study showed that Xerox is continually enhancing its portfolio to deliver solutions that anticipate customer needs. Its overarching vision puts an emphasis on leveraging artificial intelligence (AI) technologies, expanding cloud-based solutions, enhancing integration capabilities, and enabling robust partner and sales engagement," said Jamie Bsales, Principal Analyst in Keypoint Intelligence's Workplace Group. "Such evolution is a key reason why Xerox has garnered this accolade for seven years in a row, and a total of 11 times out of the 14 years that we have been conducting this study."

"At Xerox, we've seen increasing demand for integrated solutions that enhance productivity, collaboration, and security. While we continue to evolve our portfolio of offerings, our mission remains the same: To help drive client success," said Terry Antinora, Senior Vice President and Head of Product & Engineering at Xerox. "We are honored to receive this recognition from Keypoint Intelligence for the seventh consecutive year."

Intelligent DX Takes Center Stage

Xerox initiatives for 2025 emphasize digital transformation (DX), particularly by integrating AI capabilities. For example, the company's fleet-management and service-delivery platforms employ AI for predictive maintenance, which allows partners and customers to be alerted to potential hardware issues before they cause a failure. AI technologies also figure prominently in the company's extensive digital document workflow abilities. Intelligently digitizing, classifying, and extracting documents and the information they contain—with a minimum of human intervention—is at the heart of these efforts. Moreover, Xerox's digital services portfolio covers the needs of SMB, mid-market, and enterprise companies alike, as well as across key vertical industries such as healthcare, manufacturing, and financial services.

Exceptional Portfolio

Here are some of the solutions that helped Xerox earn the 2025 Smart Workplace Solutions Line of the Year Award from Keypoint Intelligence:

The collection of more than 100 MFP-resident Xerox ConnectKey apps remains unrivaled. These Xerox- and partner-developed tools streamline business processes and automate repetitive tasks.

The Xerox Quick Resolve App improves reseller partner service delivery through features like fault prediction, inventory management, and AI-based diagnostics. This lowers service costs for partners while also reducing downtime for customers.

The CareAR platform's AI-powered visual verification tool provides fast implementation and is built for business users without needing data science expertise. Added features include augmented reality (AR) experiences with 3D models and generative AI for image creation.

The Xerox Workplace Cloud solution provides comprehensive authentication, accounting, and authorization features for complete cloud-based print management, and now integrates with EPIC and Cerner EHR systems as well as Google Workspace.

The DocuShare family of content-management solutions delivers a host of enhancements that include automated document capture, semantic search, integration with Microsoft 365 and Teams, and stronger security protocols.

The Xerox Workflow Central suite of cloud-based tools—available from an MFP control panel, PC, or smartphone/tablet—streamlines various document processing activities. The suite delivers an expanding roster of workflow apps that lets user convert files, redact text strings, translate
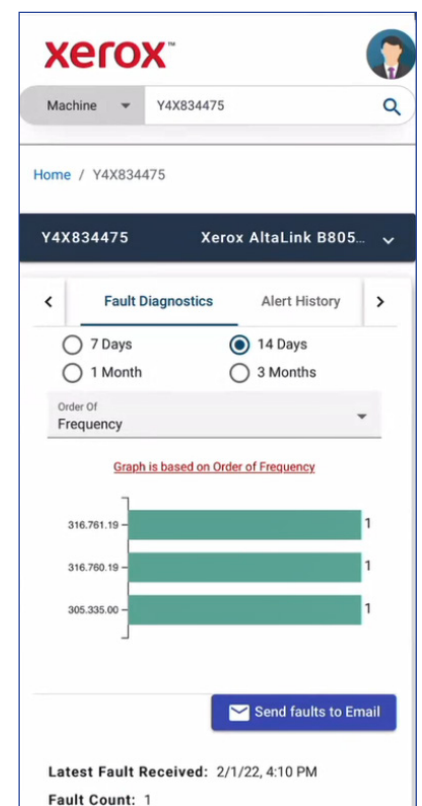
Xerox Quick Resolve app

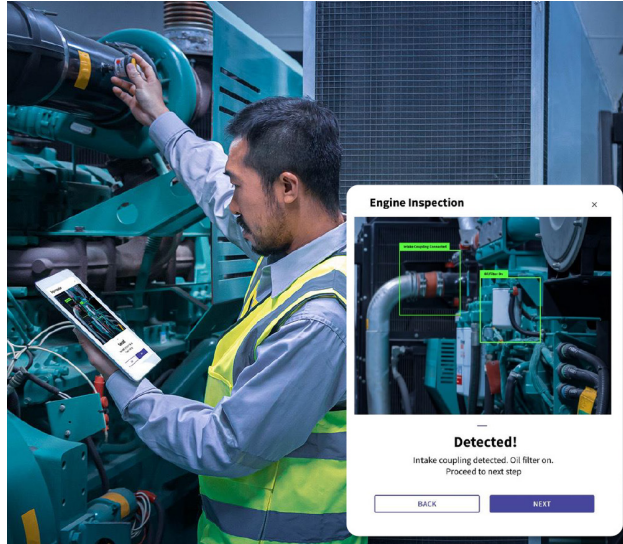documents to a host of languages, merge and summarize documents, and more.

On the production workflow software front, FreeFlow Vision Software and Vision Connect offer AI-driven analytics to monitor and optimize print fleet performance, with capabilities such as monitoring conditions, print metrics, and alerts.

The XMPie family of customer communications management (CCM) applications now includes a Software-as-a-Service (SaaS) version of the StoreFlow web-to-print product, with subscription tiers tailored to business needs. Capabilities include scalable e-commerce features, Adobe InDesign integration, and secure hosting for print-on-demand and personalized print solutions.

CareAR AI-powered Visual Verification

Recent Xerox acquisition Go Inspire aims to help clients transition to a digital-first marketing approach, offering services like digital consultancy, AI-powered "Virtual Analyst" for data insights, and creative content services. The service's focus is on delivering DX through non-print solutions like SMS, email, and automation.

Sales Enablement Tools for Partners

As always, Xerox excels at ensuring that partner resellers have the expertise they need to effectively communicate solution benefits to customers. To that end, the company has introduced new tools that aim to support sales teams. For example, the Market Coverage Tool helps partners identify high-potential industries, while the Digital Transformation Explorer offers industry-specific insights to help sales teams engage more effectively with customers in those verticals. And an upgraded Workflow Mapping Tool supports consultative sales by enabling workflow visualization of a proposed solution, complete with the potential ROI a customer could see.

About Keypoint Intelligence

For over 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 to improve business goals and increase 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 the Smart Workplace Solutions Line of the Year Award

Line of the Year Awards salute the companies that provide a broad range of hardware or software to meet the diverse needs of customers. For Smart Workplace Solutions, Keypoint Intelligence analysts examine the document imaging and DX solutions and services each participating OEM sells and supports via its direct and independent sales channels.

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