Xerox Mobile Print Cloud 2

Outstanding Small Business Mobile Print Solution

BLI BUYERS LAB 2015 PICK
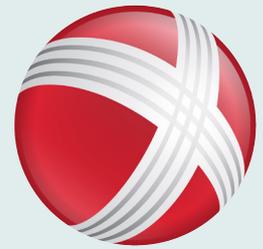
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As the BYOD (bring your own device) trend continues to boom, more organisations require a flexible solution to facilitate printing from the growing number of mobile devices employees bring to the workplace. But enabling secure, monitored printing across several brands of output devices may be more resource-intensive than small offices and print centers can tackle, so finding a hosted solution is a must. Xerox Mobile Print Cloud addresses these needs and, unlike most simple mobile print apps, delivers printing from any mobile device to any output device on an organisation's network. Easy to implement, manage and use, Xerox provides businesses with an excellent mobile printing platform, which is why the analysts at Buyers Lab LLC (BLI) have honoured Mobile Print Cloud with a Winter 2015 Pick award as Outstanding Small Business Mobile Print Solution.

Mobile Print Cloud stands out from downloadable OEM mobile print apps because of its compatibility with output devices from any manufacturer. Additionally, the solution supports printing of a wide variety of file format types (including popular office formats) and provides many ways for users to print. "Android and iOS device users can download the Print Portal app, which lets them print web pages, documents and photos stored on the device or in other apps or cloud repositories like Google Drive," explained Carl Schell, senior writer at BLI. "Plus, Mobile Print Cloud's compatibility with third-party devices and email-to-print capabilities allow users the flexibility to send print jobs from virtually any smartphone, tablet or laptop to any authorised output device in an organisation's fleet."

Compared with similar enterprise solutions that need to be installed on a local server, Xerox Mobile Print Cloud's hosted model provides a low cost of entry for organisation-wide mobile printing. Also important to small businesses, Mobile Print Cloud is

simple to manage, with a web-based console that allows administrators to oversee an entire printer fleet and user base. Administrators can easily adjust security settings, monitor printers and print jobs, and generate reports.

"Organisations are balancing the need to accelerate productivity and adapt to a changing technology landscape while addressing the use of mobile devices," said Fred Ramsey, Global Marketing manager, Office and Solutions Business Group, Xerox. "Xerox Mobile Print Cloud offers easy, seamless mobile printing to both Xerox and non-Xerox printers and multifunction printers. With robust accounting, cost controls and security it's a perfect fit for small or medium sized organisations who want to stay focused on their core business without adding extra overhead."

About **BLI Outstanding Achievement Awards**

Twice a year with its Pick awards, BLI gives special recognition to the hardware and software products that provided the most outstanding performances in BLI's unique evaluations. Software solutions undergo an in-depth hands-on review that focuses on key attributes for a solution's target market and compares how well the product stacks up against leading competitors. Pick winners rise above the competition in key areas such as value, feature set, ease of use, ease of administration, hardware compatibility, software integration, security and support. Software solutions earn an overall rating based on a five-star scale, and Pick contenders are culled from those that earn the highest ratings. Consequently, a BLI Pick is a hard-earned award that buyers and IT directors can trust to better guide them in their acquisition decisions.

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