

HP Inc.

BLI PaceSetter 2018–2019 for Retail



HP Inc. has been honored with a prestigious BLI PaceSetter award for the Retail industry from the analysts at Keypoint Intelligence thanks to its...

- Complete range of retail hardware including, wide-format signage printers, point-of-sale systems, digital signage, tablets, barcode scanners, and receipt printers
- Class-leading A4 printing portfolio that can be tailored to solve retail problems without sacrificing security
- Retail-specific solutions, support, and services, including HP Workflow Discovery for Retail, Retail Behavior Analytics Services, and the HP retail industry team
- Ongoing investment to understand the changes in consumerism and ability to implement thoughtful, innovative technology

The retail industry is undergoing a make-or-break evolution as traditional retailers strive to deliver an immersive customer experience that can't be replicated by their online competitors. A true partner not only supports retail now but supports retail next: building a bridge between technology and brick and mortar. Keypoint Intelligence invited all leading document imaging OEMs to complete an exhaustive questionnaire detailing retail-relevant offerings in key areas, including the vendors' hardware portfolios, software portfolios, service and support offerings, professional services capabilities, security offerings in the space, and demonstrated market leadership. Based on these findings, the analysts at Keypoint Intelligence have recognized HP Inc. with a BLI PaceSetter award for Retail.

HP has a significant portfolio of hardware that can serve at every touchpoint of the customer experience: displays and signage printers to engage shoppers, tablets that allow floor personnel to roam and deliver information side-by-side with the customer, point-of-sale systems for a smooth checkout experience, and more. HP's strength in retail-specific professional services is also impressive, most notably the HP retail industry team that includes technical consultants, solutions architects, and business development advisors. Security is also a cornerstone of the company's retail portfolio. For example, HP Link technology allows printing of track-and-trace labels that can even be applied to merchandise (including textiles) to prevent theft, combat counterfeits, and avoid fraudulent returns. Beyond security, HP Link can also connect to a customer's smartphone to deliver promotional information and provide behavioral data for the manufacturer.

“HP has retail covered, end-to-end,” said Jamie Bsales, Director of Solutions Analysis for Keypoint Intelligence. “Throughout our study, we were so impressed with what they offer to shape and respond to the future of retail. Of course, the backbone is an exceptional printing portfolio with top marks for reliability and ranging from large format for textiles or signage to commercial printing for marketing, typical office print, and labels or packaging. This technology can be perfectly tailored to retail with advanced services and solutions from the HP portfolio. HP’s innovative and forward-looking technology can help retailers truly connect with customers in a way digital storefronts cannot.”

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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