

HP Inc.

BLI PaceSetter 2020–2021 in Retail



HP has claimed a prestigious BLI PaceSetter award 2020–2021 in Retail from the analysts at Keypoint Intelligence - Buyers Lab (BLI) thanks to its...

- Unique ability to pull together products and services from across all HP divisions to help retailers improve customer focus and enhance the guest experience
- Offerings and in-house expertise that drive innovation and efficiency in HQ, warehouses, and individual stores
- Complete portfolio of print, point-of-sale (POS), and digital signage solutions
- Specialized products that help store associates interact with customers on a more personal level

The retail market continues to evolve, and while brick-and-mortar stores are not going away anytime soon, retailers need to successfully straddle the physical and digital realms while also improving operational efficiency to drive down costs wherever possible. To determine which document imaging OEMs lead the market in helping their clients meet those challenges, analysts at Keypoint Intelligence conducted an in-depth evaluation of the retail-related offerings of the leading OEMs in the space. The granular study drilled into over 60 points of potential differentiation spread across key categories: MFP Hardware, Other Hardware, Software, Service & Support, Professional Services, Security, and Market Leadership. Based on these findings, the analysts at Buyers Lab have recognized HP Inc. with a BLI PaceSetter award 2020–2021 in Retail.

In the study, HP led the pack when it came to hardware beyond the print realm. For example, the company offers a full line of POS solutions—from traditional setups for check-out counters, to standalone kiosks that let customers help themselves, to fully mobile tablet-based systems that let store associates interact with customers side by side on the sales floor. These solutions incorporate built-in endpoint security to help augment retailer security strategies. Most of HP's in-store compute and touch-screen devices are designed for sanitation; and to assist retailers, a formal cleaning guide has been released for both in-store and PC devices. Then there's HP's display division, which can provide large-screen displays and media players that let retailers create an engaging, immersive experience. HP's Personal Systems business delivers PCs and accessories, services, software, and immersive-computing solutions. And of course, HP's strong portfolio of inkjet, laser, PageWide,

production, wide format, and specialty POS print devices round out an impressively complete hardware portfolio. Moreover, HP devices boast best-in-class security, service and support.

“From the rise of online shopping to the COVID-19 global pandemic that has forced most stores to temporarily shutter operations, it has undeniably been a tough decade for traditional retailers. Those that will thrive will need to be able to adapt to a changing landscape by enhancing the customer experience,” said Jamie Bsales, Director of Smart Workplace & Security Analysis at Keypoint Intelligence. “HP has demonstrated its ability in this area with innovative POS systems and digital and printed signage solutions that drive customer engagement.”

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 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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