

## HP Inc.

BLI 2022-2023 PaceSetter Award:  
SOHO Provider



HP has claimed the prestigious Buyers Lab (BLI) 2022-2023 PaceSetter Award: SOHO Provider thanks to its...

- Diverse and effective software solutions and service packages, including HP+ and Smart Tank
- High standard in security efforts, led by HP Wolf Security
- Exceptional range of SOHO hardware, allowing all types of users to find a device to fit their needs
- Excellent results in SOHO-centric devices evaluated by Keypoint Intelligence

Driven by the COVID-19 pandemic, the small office/home office work segment is more important than ever. Employees want flexible working conditions, and employers need to provide cost-effective, scalable, productive, and secure tools for them to succeed. When Keypoint Intelligence set out to create a SOHO Provider PaceSetter, it quickly became apparent that the winner had to do more than excel in a particular category—they needed to provide a robust ecosystem both comprehensive and versatile to satisfy the numerous demands of the SOHO market.

HP excelled in the areas around hardware, with devices like the HP Smart Tank 790 series, but more impressive was its breadth of subscription services, technical support features, and security standards. From the initial setup (HP Secure Boot) to the continuously monitoring HP Smart Security, there simply was no provider with more secure solutions. And HP just keeps innovating, with new services like HP Work from Home and Managed Print Flex, to ensure its clients have a wealth of service options to choose from.

“Our research shows an incredible shift toward hybrid workflows, which is why this SOHO Provider PaceSetter Award is quite timely,” said Colin McMahon, Associate Director of Hybrid Workflow & Digital Transformation at Keypoint Intelligence. “People want to work wherever they want, whether that’s the home, the office, or a shared space. HP’s solutions and services, from HP+ to Smart Tank and many other assets, reflect that the company fully understands this dynamic and challenging landscape and that they are eager to be a leader in this space.”

## About Keypoint Intelligence

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For 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 BLI PaceSetter Awards

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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 technologies, services, and key vertical markets.

### KEYPOINT INTELLIGENCE – North America • Europe • Asia

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