

## HP Inc.

### BLI PaceSetter in MFP Accessibility 2019–2020



HP Inc. has been honored with a prestigious BLI PaceSetter award in the MFP Accessibility category from the analysts at Keypoint Intelligence - Buyers Lab (BLI) thanks to its...

- Wide-ranging accessibility capabilities for enterprise LaserJet and PageWide MFPs, many of which extend to other product categories
- Voluntary Product Accessibility Template (VPAT) completion for seven compatible HP software solutions
- Special customer support hotline for deaf or hard-of-hearing customers using TRS/VRS or WebCapTel, as well as user guides and documentation in PDF and HTML formats
- HP Office of Aging & Accessibility work team and HP Accessibility Toolkit for product designers among efforts to support accessibility internally

While the majority of office workers may be able to use their nearest print device with relative ease, individuals with special needs may not have the same experience. Whether they have limitations around vision, hearing, walking, using their hands, or in some other area, it is important they can use their office MFP without difficulty. An added benefit of designing for and endorsing accessibility is that a typical worker benefits from a more user-friendly experience. To determine which OEMs lead the market in these areas, analysts at Keypoint Intelligence conducted an in-depth evaluation of several document imaging OEMs. The study focused on dozens of points of differentiation divided into key strategic areas, including Hardware Features, Software Features, User Help/Documentation, Internal Efforts, Marketing Efforts, and Advocacy. After gathering all the data, the Keypoint Intelligence team used a proprietary rating scale to calculate point totals in the areas studied.

According to Keypoint Intelligence data, a robust range of hardware accessibility features, excellence around user help, internal staff initiatives, and marketing efforts combine to make HP an MFP accessibility leader. HP brings comprehensive capabilities into its enterprise LaserJet, managed HP MFPs, and PageWide 500–800 series, including compatibility with the HP Accessibility Kit featuring a prop handle, braille labels, and an accessible keyboard with raised or concave hard keys. But just as impressive is the availability of features for a wider range of devices, such as the option to add paper handles (with above and below access) on any product and the HP Accessibility Assistant, a universal voice-control accessory, on numerous MFPs and single-function printers. HP also stands out for its technical support for users with disabilities and efforts to engage and train employees on accessibility issues.

“HP has demonstrated keen attention to ensuring its enterprise-class MFPs are accessible for users of differing abilities, providing a wide array of features and options, including the HP Accessibility Kit, the HP Accessibility Assistant, and the new Accessibility App,” said George Mikolay, Associate Director of Copiers/Production at Keypoint Intelligence. “Perhaps the most distinguishing aspect of these capabilities, however, is the extension of many from MFP copiers to other device categories—whether it’s single-function printers or more basic MFPs. HP’s efforts to ensure users with special needs receive the technical support they need, and designers and salespeople are properly guided in accessibility, reinforce its leadership position in MFP accessibility.”

## 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 with technologies, services, and key vertical markets.

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