

## HP Inc.

### BLI PaceSetter 2019–2020 for Education: K–12



HP Inc. has been honored with a prestigious BLI PaceSetter award in the K–12 Education category from the analysts at Keypoint Intelligence - Buyers Lab (BLI) thanks to its...

- Extensive portfolio of reliable, secure A3 and A4 output devices and accompanying software and solutions that can serve as the hub for a school's document-centric activities
- Breadth of offerings beyond MFPs and printers, including education-optimized laptops and Chromebooks and augmented and virtual reality technology
- Robust cloud-based education software suite with classroom management, student collaboration, and curriculum annotation capabilities, among other features
- Market leadership in K–12 education that is bolstered by volunteer efforts, education reform involvement, and online curricula for disadvantaged communities

In addition to the perennial pressures of budgetary constraints and evolving curriculums, K–12 teachers and administrators are tasked with incorporating more technology into the classroom while also delivering provably improved outcomes. To determine which document imaging OEMs are best supporting and advancing these initiatives, Keypoint Intelligence invited all leading players to complete an exhaustive questionnaire detailing their K–12 education-relevant offerings in key areas like hardware and software portfolios, service and support offerings, professional services capabilities, security offerings, and demonstrated market leadership. After gathering the data, analysts used a proprietary rating scale to determine PaceSetter award winners.

The study reinforced HP's long history serving K–12 school systems, which is reflected in its product mix. In addition to its award-winning printer and MFP portfolio perfectly suited to the needs of the education vertical, the company offers laptops and Chromebooks specifically designed for students as well as an education software suite covering needs such as classroom management and student collaboration. HP also shined in the area of print security, where standard features like HP Sure Start—detects and prevents the execution of malicious code and self-heals printer firmware during the boot process—help ensure student privacy is maintained under regulations like the Family Educational Rights and Privacy Act (FERPA).

Also factoring favorably into the study's results: HP's "OneLife" concept, which recognizes and supports the continued blending of the working, learning, and leisure spheres. "The OneLife philosophy extends to schools, where, for example, HP augmented and virtual reality technology will transform learning experiences for students and the delivery of basic skills and information can be automated, freeing teachers to offer more individualized attention to students," said Jamie Bsales, Director of Solutions Analysis at Keypoint Intelligence.

## 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.

## KEYPOINT INTELLIGENCE - BUYERS LAB • North America • Europe • Asia

Gerry Stoia, CEO

Deanna Flanick, CRO

Patrick Albus, CFO

Randy Dazo, Group Director,  
Office Technology & Services  
Randy.Dazo@keypointintelligence.com

Jamie Bsales, Director,  
Solutions Analysis  
Jamie.Bsales@keypointintelligence.com

Deborah Hawkins, Associate Director  
Deborah.Hawkins@keypointintelligence.com

George Mikolay, Associate Director,  
Copiers/Production  
George.Mikolay@keypointintelligence.com

Marlene Orr, Director,  
Printer & MFP Analysis  
Marlene.Orr@keypointintelligence.com

Carl Schell, Managing Editor  
Carl.Schell@keypointintelligence.com

### U.S. ANALYSTS

Kris Alvarez, Editor  
Kris.Alvarez@keypointintelligence.com

Lee Davis, Editor,  
Scanner/Software Evaluation  
Lee.Davis@keypointintelligence.com

Christine Dunne, Consultant  
Christine.Dunne@keypointintelligence.com

Kaitlin Shaw, Editor,  
Printer & MFP Evaluation  
Kaitlin.Shaw@keypointintelligence.com

### EUROPEAN ANALYSTS

Priya Gohil, Senior Editor  
Priya.Gohil@keypointintelligence.com

Samantha Phillips, Editor  
Samantha.Phillips@keypointintelligence.com

Simon Plumtree, Senior Editor  
Simon.Plumtree@keypointintelligence.com

Andrew Unsworth, Editor,  
Software Evaluation  
Andrew.Unsworth@keypointintelligence.com

### LABORATORY

Pete Emory, Director of U.S./Asia  
Research & Lab Services

David Sweetnam, Director of  
EMEA/Asia Research & Lab  
Services

### COMMERCIAL

Mike Fergus,  
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