

Forward thinking. Innovative solutions.

Market research company finds both in Xerox® Mobile Print Solution.

The Xerox® Mobile Print Solution gave a market research company the smart solution it was looking for.

Industry

Market Research

Products

- Xerox® Mobile Print Solution packaged with Xerox® WorkCentre® 5755 and 7545
- Xerox® ColorQube® 9203

Solution

Increased capabilities, security and functionality across a wide range of mobile devices. Optimal end-user experience.

Customer's Existing Environment

An independent market research company advises clients on technology's impact on business and consumers. Its workforce regularly travels from office to office and found it to be a big challenge to print remotely from mobile devices. Workers were open to trying something new that would improve functionality, connectivity and productivity.

During a 30-day trial period, the market research company evaluated the Xerox® Mobile Print Solution and other solutions by allowing mobile employees to try out the various options on smartphones and other mobile devices.

Results and Benefits

The Xerox® Mobile Print Solution was the key differentiator in the decision to give the business to Xerox. The company found that the Xerox® Mobile Print Solution offered the greatest ease of use by providing users with an intuitive interface that the other solutions could not match. Preferred pricing on Xerox multifunction devices added even greater overall value to the proposal and was another key driver in the decision to choose Xerox. The Xerox® Mobile Print Solution is now being rolled out as part of a larger equipment package deal with Xerox.

To learn more about Xerox® Mobile Print Solution, go to www.xerox.com/mobileprint.

