

## Konica Minolta Business Solutions Europe GmbH

BLI PaceSetter 2020–2021 in Ease of Use:  
Enterprise Devices



# KONICA MINOLTA



Konica Minolta Business Solutions Europe GmbH has claimed a BLI PaceSetter award 2020–2021 in Ease of Use: Enterprise Devices from the analysts at Keypoint Intelligence - Buyers Lab (BLI) thanks to its...

- Elite print functions, including customization of an entire tab and presets to streamline and simplify workflows
- Large, fully tiltable control panel with slide-and-swipe navigation and quick access to desired settings
- MarketPlace, which allows high-usage apps to be easily downloaded at the control panel
- Personalize's Follow-You Persona Cloud Service to accelerate workflow and enhance the user experience

Because enterprise organizations must accommodate many different users, easy-to-use MFPs are invaluable and ensure that employees will not waste time floundering at the control panel. To determine which OEMs lead the market, analysts at Keypoint Intelligence conducted a study on tested ease of use functionality (print, scan, copy, job management, user maintenance, and more), as well as an in-depth evaluation on levels of differentiation spread across several categories (product design, post-COVID solutions, and apps and onboard tools, for example). Based on these findings, Keypoint Intelligence - Buyers Lab has recognized Konica Minolta with a BLI PaceSetter award 2020–2021 in Ease of Use: Enterprise Devices.

"It takes a well-rounded MFP, designed with ease of use and the customer in mind to really deliver for the enterprise," said George Mikolay, Associate Director of A3 Hardware/Production at Keypoint Intelligence. "The OEMs that best meet enterprise environment needs are the ones who conduct extensive research amongst their customers, dealers, and third parties to bring a personalized experience to help each user be as productive and efficient as they can be, every day. Konica Minolta's latest innovations and technology advances more than fit the current and future usability needs in the enterprise space."

Ease of use in product design and development is a message Konica Minolta has taken to heart with its new bizhub series. The engines feature a large, fully tiltable control panel with slide-and-swipe navigation and a Card-style user interface, which allows for quick access to desired settings and makes the user experience intuitive, easy, and efficient. Print functions continue to be elite, as an entire tab can be customized to meet users' needs. Presets, and detailed comments indicating the functions of each preset, can be added and saved from every tab. Via Konica Minolta's MarketPlace, high-usage apps such as Scan to gmail, Sharepoint, or OneDrive can be easily downloaded at the control panel. And to top it off, Personalize's Follow-You Persona allows users to personalize their MFP panel with the apps, tools, and tiles they use most often to get work done, and they can access them from any MFP, anywhere.

## About Keypoint Intelligence - Buyers Lab

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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

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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 with technologies, services, and key vertical markets.

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