

# SHARP®

## BLI PaceSetter 2018-2019: Ease of Use: Enterprise Devices



Sharp Imaging and Information Company of America has been honored with a prestigious Buyers Lab PaceSetter award in Ease of Use: Enterprise Devices from the analysts at Keypoint Intelligence thanks to its...

- Outstanding feature set, including pre-set messages, a pull-out hard keyboard, and onscreen editing with Scan Preview to make scanning at the MFP incredibly fast and simple
- Clearly labeled print driver selections, point-and-click paper selection, and storage of favorites to streamline workflows
- Large, well-designed control panel with an intuitive touchscreen and both Easy and Advanced interfaces
- Strong job management, including the ability to prioritize print jobs either to the top of the list or one slot at a time
- Extremely simple procedures for adjusting drawers, loading media, clearing misfeeds, and replacing toner with extensive step-by-step guidance via text, graphics, animation, and video

Enterprise devices must accommodate many users and facilitate varied business processes, all while maximizing uptime. This makes ease of use integral in the enterprise working environment. According to Infotrends' research, nearly half of all business content remains on paper in enterprise environments, and though there is a push for digitization, the preference for paper is still prevalent. While printing and copying are still widely used, scanning is becoming increasingly important to business process automation. Therefore, it's important to have intuitive features at the MFP and minimize time-wasting MFP procedures for overall ease of use. To determine which OEMs lead the market, analysts at Keypoint Intelligence conducted an in-depth study on tested Ease of Use functionality. Key areas of evaluation included Print, Copy, and Scan functions, as well as Job Management, Feedback, Loading Media, Misfeed Removal, and more. Based on these findings, the analysts at Buyers Lab recognize Sharp Imaging and Information Company of America with a Buyers Lab PaceSetter award in Ease of Use: Enterprise Devices.

Sharp impressed in this study thanks to a well-rounded set of features with exceptional strength in print and scan features, and an excellent control panel for copying. Driver selections are clearly labeled and selectable from the first tab, and favorites can be stored regardless of what tab the user is on to streamline workflows. Sharp also offers all typical features on the main screen of the control panel and both Easy and Advanced user interfaces that users can switch back and forth between on the fly. Secure print is intuitive with both PIN printing and user authentication. For USB print, the menu auto-populates and offers well beyond the standard feature set. Sharp leads the pack in scanning features with easy-to-fill data fields, a standard integrated keyboard, and the ability to store preset messages, extensions, and domains as one-touch keys. Job preview is robust with the ability to view more than one page, enlarge, rotate, and edit on screen.

“Ease of use has clearly been considered end to end in Sharp’s design. For instance, the device offers a choice between two copy menus: Easy and Advanced, with a warning before leaving the Easy Copy menu to make sure no one gets lost at the MFP,” noted George Mikolay, Associate Director of Copiers/Production for Keypoint Intelligence - Buyers Lab. “In addition to making day-to-day functionality like print, copy, and especially scan incredibly intuitive, Sharp offers robust help features to ensure that any problems can be quickly rectified. Step-by-step instructions with text, graphics, animation, and internal knobs to clear misfeeds ensure that any user can intervene to fix minor errors and get back to work in no time.”

## 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. Buyers Lab evolves in tandem with the ever-changing landscape of document imaging solutions, constantly updating our methods, expanding our offerings, and tracking cutting-edge developments.

## 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 Document Imaging Security, MFP Platforms & App Ecosystems, Mobile Print, and key vertical markets.

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