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Xerox launches the ConnectKey portfolio-- 29 printers and multifunction devices (MFPs) featuring mobile and cloud connectivity promising to allow employees to "move easily between the physical and digital worlds."



The product range has 2 lines, VersaLink and AltaLink. VersaLink offers 19 printers and MFPs aimed at small workgroups and distributed teams, while AltaLink has 10 MFPs ideal for large workgroups or print volume requirements. All printers are equipped with ConnectKey, a combination of technology and software for SMBs and workgroups in larger enterprises. As a result the entire portfolio shares a similar interface, features and functionality, providing partners with a more consistent user experience.

Another Xerox offering to channel partners is the App Gallery-- a means to develop and sell custom applications (including information apps, support apps and workflow creation apps) to gain "stickiness" with customers and generate recurring revenue.

“Providing our channel partners, including multi-brand dealers, with the right combination of technology, software and services to grow their businesses is among the biggest priorities for Xerox,” the company says. “75% of SMB sales are made through indirect channels, and this launch underscores our commitment to R&D, product delivery and channel support that will lead to the long-term success of our partners.”

The 29 Xerox AltaLink and VersaLink devices should be available globally in Q2 2017.

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