

MARCH 2020

HP DeskJet 2700/4100 printer with Smart App: Easiest and Fastest Setup, In-class

Objective

In February 2020, Keypoint Intelligence - Buyers Lab was contracted by HP to conduct a study to determine if the HP DeskJet 2700/4100 printer with HP Smart App would meet the following criteria:

- 1. Easiest printer setup using mobile app (time and steps) compared to Epson iPrint, Canon PRINT, and Brother iPrint & Scan.¹**

The research team at Keypoint Intelligence tested and evaluated the new HP DeskJet 2700/4100 printer setup using the HP Smart App against competitive, in-class printers and mobile print apps to determine if the HP solution was the easiest and fastest to install. Based on the test results, Keypoint Intelligence analysts found the other comparable printer/mobile app combinations to have more steps and to take more time to install. On average, the HP DeskJet 2700/4100 with HP Smart App was 40% faster to install (in seconds) and took five fewer steps.¹

¹Keypoint Intelligence - Buyers Lab February 2020 research study commissioned by HP, based on testing of most recently available OEM mobile print apps in the Apple and Android app marketplaces as of February 2020. Per this study, easiest and fastest are defined as fewest number of steps, and a step is defined as a change from screen to screen after a "continue" or "submit" button was selected. Comparison set of inkjet and all-in-ones printers are priced greater than or equal to \$40 USD and less than \$70 USD. Market share reported by IDC 2019Q3 Hardcopy Peripherals Tracker. For details, please see: www.keypointintelligence.com/HPDeskJetSetup.

Background

Easy printer setup is an area that is increasingly important to consumers. They want quick, easy interactions with the printers with as little manual input as possible. HP developed its new HP DeskJet 2700/4100 printers with HP Smart App with this understanding, and made efforts to simplify the installation process by reducing the number of steps in the setup process. HP also made sure each step did not require extended efforts, avoiding potential errors.

Methodology & Findings

To compare the ease and speed of the setup processes, Keypoint Intelligence tested new installations of the HP Smart App on the HP DeskJet 2700/4100 printers; Epson iPrint on the Epson Expression Home XP-440; Canon PRINT on the Canon PIXMA TS3180, and Brother iPrint & Scan on the Brother MFC-J491DW. The most recent versions of the OEM apps were procured from the Android and Apple app marketplaces, and were tested on both an Android and iOS devices, respectively.¹The Keypoint Intelligence analysts recorded the number of installation steps and the total time it took to install the apps and print the first test page.

For the Android device, the HP Smart App on the HP DeskJet 2700/4100 printers took seven steps, in 85 seconds, to install and produce a test print. The Epson iPrint, Canon PRINT, and Brother iPrint & Scan took an average of 12 steps and 132 seconds to install and print. For Android devices, the HP DeskJet/Smart App installation process was an average of 56% faster than the competitive devices.

For the Apple device, the HP DeskJet 2700/4100 with Smart App took seven steps, in 93 seconds, to install and produce a test print. The Epson iPrint, Canon PRINT, and Brother iPrint & Scan took an average of 12 steps, in 115 seconds to install and print. For Apple devices, the HP DeskJet/Smart App installation process was an average of 23% faster than the competitive devices.

Overall, Keypoint Intelligence found installation of the new HP DeskJet 2700/4100 printers with Smart App to be an average of 40% faster versus competitive printer/apps and the easiest to set up.

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Supporting Data Table

Manufacturer	Printer Model	Application	iOS - Steps for Installation	Android - Steps for installation	iOS - Length of Installation (in seconds)	Android - Length of Installation (in seconds)
HP Inc.	HP DeskJet 2700/4100	HP Smart App	7	7	93	85
Average Competitor Installation			12	12	115	132
Epson	Epson Expression Home XP-440	Epson iPrint	11	12	126	165
Canon	Canon Pixma TS3180	Canon PRINT	11	11	117	120
Brother	Brother MFC-J491DW	Brother iPrint & Scan	12	14	101	112

About Keypoint Intelligence - Buyers Lab

Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled services and unmatched depth of knowledge, we cut through the noise of data to offer clients the independent insights and responsive tools they need.

For over 50 years, Buyers Lab has been the global document imaging industry's resource for unbiased and reliable research, test data, and competitive information services. In addition to publishing the industry's most comprehensive and accurate test reports, each representing months of hands-on testing in our U.S. and UK laboratories, we have been the leading organization for extensive specifications/pricing databases on MFPs, printers, scanners, and software. Buyers Lab also provides consulting services and a range of private testing services that include document imaging device beta and pre-launch testing, performance certification testing, consumables testing (toner, ink, fusers, and photoconductors), solutions evaluations, and media runnability testing.

For more information on Buyers Lab, please call (973) 797-2100, visit www.keypointintelligence.com, or email info@keypointintelligence.com.