

## HP DeskJet 2755/2755e/4155/4155e Printers With HP Smart App: Easiest and Fastest Setup, In-Class



HP DeskJet 2755/2755e



HP DeskJet 4155/4155e

### Objective

In May 2021, Keypoint Intelligence was contracted by HP Inc. to conduct a study to determine if the HP DeskJet 2755/2755e/4155/4155e printers with HP Smart App had the easiest and fastest setup using a mobile app (time and steps) compared to competitive, in-class printers: Brother MFC-J497DW with Brother iPrint&Scan, Canon PIXMA TR4520 with Canon PRINT, and Epson WorkForce WF-2830 with Epson iPrint<sup>1</sup>.

Based on the test results, Keypoint Intelligence analysts found the other comparable printer/mobile app combinations require more steps and take more time to install. On average, the HP DeskJet 2755/2755e/4155/4155e with HP Smart App was 31% faster to install (in seconds) and took seven or fewer steps<sup>1</sup>.

<sup>1</sup>Keypoint Intelligence May 2021 research study commissioned by HP Inc., based on testing of most recently available OEM mobile print apps in the Apple, Android, and Chrome app marketplaces as of May 2021. 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 network, wireless inkjet all-in-one printers are priced  $\geq$ \$69 USD and  $<$ \$100 USD. Market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical CYQ1 2021. For details: [www.keypointintelligence.com/HPDeskJetSetup](http://www.keypointintelligence.com/HPDeskJetSetup)

## Background

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The ease of setting up an A4 device is more important to consumers than ever before, as they want quick and easy interactions with the hardware, with little to no manual input. HP developed its new HP DeskJet 2755/2755e/4155/4155e printers—coupled with the HP Smart App—with this in mind, making efforts to simplify the installation process by reducing the number of steps involved. HP also made sure each step did not require extended efforts, avoiding potential errors.

## Methodology and Findings

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To compare the ease and speed of the setup processes, Keypoint Intelligence tested new installations of the HP Smart App on the HP DeskJet 2755/2755e/4155/4155e printers, Brother iPrint&Scan on the Brother MFC-J497DW, Canon PRINT on the Canon PIXMA TR4520, and Epson iPrint on the Epson WorkForce WF-2830. The most recent versions of the OEM apps were downloaded from the Android and Apple app marketplaces as well as the Chrome Web Store, and were tested on Android, iOS, and Chromebook devices, respectively<sup>1</sup>. Keypoint Intelligence technicians recorded the number of 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 2755/2755e/4155/4155e printers took six steps, in 84 seconds, to install and produce a test print. The Brother, Canon, and Epson bundles took an average of 11 steps, in 133 seconds. For Android devices, the HP DeskJet/Smart App installation process was an average of nearly 37% faster than the competitors.

For the Apple device, the HP DeskJet 2755/2755e/4155/4155e with HP Smart App took seven steps, in 92 seconds, to install and produce a test print. The Brother, Canon, and Epson bundles took an average of nine steps, in 145 seconds. For Apple devices, the HP DeskJet/Smart App installation process was an average of nearly 37% faster than the competitive devices.

For the Chromebook device, the HP DeskJet 2755/2755e/4155/4155e with HP Smart App took seven steps, in 100 seconds, to install and produce a test print. The Brother, Canon, and Epson bundles took an average of 10 steps, in 123 seconds. For Chromebook devices, the HP DeskJet/Smart App installation process was an average of 18% faster than the competitive devices.

Overall, Keypoint Intelligence found installation of the new HP DeskJet 2755/2755e/4155/4155e printers with HP Smart App to be an average of 31% faster versus competitive printer/apps and the easiest to set up.

<sup>1</sup>Keypoint Intelligence May 2021 research study commissioned by HP Inc., based on testing of most recently available OEM mobile print apps in the Apple, Android, and Chrome app marketplaces as of May 2021. 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 network, wireless inkjet all-in-one printers are priced  $\geq$ \$69 USD and  $<$ \$100 USD. Market share as reported by IDC Quarterly Hardcopy Peripherals Tracker - Final Historical CYQ1 2021. For details: [www.keypointintelligence.com/HPDeskJetSetup](http://www.keypointintelligence.com/HPDeskJetSetup)

## Supporting Data Tables

### Overall Test Results

Manufacturer	Printer Model	Application	Steps for Installation			Length of Installation (in seconds)		
			iOS	Android	Chromebook	iOS	Android	Chromebook
HP Inc.	HP DeskJet 2755/2755e/4155/4155e	HP Smart App	7	6	7	92	84	100
Average Competitor Installation			9	11	10	145	133	123
Brother	MFC-J497DW	Brother iPrint&Scan	7	11	8	115	132	130
Canon	PIXMA TR4520	Canon PRINT	11	11	**	175	134	**
Epson	WorkForce WF-2830	Epson iPrint	*	*	11	*	*	115

\*Epson iPrint for Android/iOS displays a message: "Please use Epson Smart Panel smartphone app. Some functions may not be available in Epson iPrint."

\*\*Chromebook install completes, but the app is not functional.

### Percent Faster Installation Time From HP (by Platform)

Manufacturer	iOS	Android	Chromebook
Brother	20%	36%	23%
Canon	47%	37%	Not applicable
Epson	Not applicable	Not applicable	13%

## About Keypoint Intelligence

For 60 years, clients in the digital imaging industry have relied on Keypoint Intelligence for independent hands-on testing, lab data, and extensive market research to drive their product and sales success. Keypoint Intelligence has been recognized as the industry's most trusted resource for unbiased information, analysis, and awards due to decades of analyst experience. Customers have harnessed this mission-critical knowledge for strategic decision-making, daily sales enablement, and operational excellence to improve business goals and increase bottom lines. With a central focus on clients, Keypoint Intelligence continues to evolve as the industry changes by expanding offerings and updating methods, while intimately understanding and serving manufacturers', channels', and their customers' transformation in the digital printing and imaging sector.

For more information on Keypoint Intelligence, please call (973) 797-2100, visit [www.keypointintelligence.com](http://www.keypointintelligence.com), or email [info@keypointintelligence.com](mailto:info@keypointintelligence.com).