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## Case

## Study

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### Contact Information

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## Device Testing Enables Provider to Make an Educated Purchase Decision

**Business Issue:** A provider was planning an equipment purchase on a global level for internal and customer locations. Before making this significant investment, the company sought a third-party, unbiased opinion to determine which devices would best meet its requirements.

**The Solution:** InfoTrends performed live product testing on various devices that could potentially fit the client's needs via a controlled lab environment. InfoTrends conducted a thorough evaluation of each of the devices based on criteria including:

- Image Quality
- Ease of Use
- Copy Output Speed Capability
- Scanning Capability
- Toner Usage and Recycling Ability
- Reliability/Anticipated Service Requirements
- Paper Endurance
- Energy Consumption
- Electrical Requirements
- Footprint
- Finishing Capabilities

InfoTrends' analysts also provided perspective on how various devices were being used in similar environments and provided other market validation insight based on our ongoing coverage of the market, including service level agreements and pricing metrics.

In addition, the client was supported by leveraging InfoTrends' competitive hardware equipment database, a powerful tool that offers side-by-side comparisons of devices as well as SWOT analysis.

**The Results:** The client gained a thorough understanding of the pros and cons of each device, enabling them to make an informed purchase decision, based on third-party testing and validation. By selecting the most appropriate devices for its business, the company also put itself in the best position to meet its budget requirements and ensure that its fleet of devices were the most efficient means to help increase internal and external customer satisfaction related to use of the devices.

# CASE STUDY

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*"InfoTrends is extremely responsive when we require information and insight. They understand our ever-changing industry and continually provide knowledgeable third-party feedback on our strategic planning and new product direction."*

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## **Getting Started**

For more information about InfoTrends' project capabilities and how we can help you, please contact Keith LaVangie, the Senior Account Manager for Custom Consulting and Market Research.



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