

## Emerging Markets Multi-Client Study: Russia

### Report Fast Facts

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### Abstract

The office document technology (ODT) industry in Russia is forecasted to grow at a higher rate than matured economies, such as Western Europe, the U.S., and Japan. Despite the recent downturn in the global economy, the moderated growth in the Russian market presents significant opportunities as well as threats for business expansion. For equipment and supplies vendors, it represents the opportunity for incremental growth and higher net revenue growth than advanced economies will offer. For independent software vendors in mature economies, it represents new competition and new opportunities for partnerships.

This study is designed to provide a comprehensive view of the Russian ODT market, highlighting opportunities for solutions, hardware, and supplies vendors as well as resellers and distributors. In addition to evaluating the current state of the Russian ODT industry, we have developed forecasts through 2012 consistent with our existing ODT industry forecasts for digital peripherals, communication supplies, and document solution software.

Our Brazil, India, China, and BRIC overview surveys are available as separate documents.

### For More Information

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## Project Objectives

This study is the first in a series of emerging market research projects for the Office Document Technology industry. It addresses the following key objectives:

- Develop a clear understanding of the size, nature, and future growth potential for copiers, printers, and associated document services and supplies
- Profile and evaluate end-user<sup>1</sup> acquisition and usage behaviors associated with office document technologies
- Evaluate emerging market trends and dynamics
- Generate placement, installed base, forecast, and trend analysis

## Methodology

InfoTrends surveyed 303 end-users in Russia, all of whom were decision-makers in purchasing equipment, supplies, and software. The surveys were conducted in Russian by telephone in November 2008. In addition, we conducted 18 in-depth interviews with end-users, resellers, vendors, and government agencies providing regulatory oversight to the ODT industry in Russia. The survey work and in-depth interviews were coupled with extensive desk research by our industry analyst teams in Western Europe and the United States. Our end-user survey is statistically valid +/- 5% at 95% probability.

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<sup>1</sup> Decision-maker or key influencer (e.g., business owner, purchasing manager, IT manager, etc.)