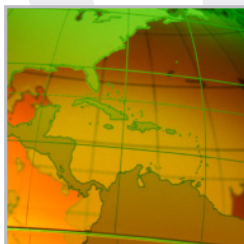


# The Future of Scanning

*Capture and Scan, Key Drivers and Improvements for Business*



Office Technology & Services





## The Future of Scanning

### Introduction

Scanning and capture is very common practice in many areas of business while conversion of documents for personal productivity to very large enterprise production environments continues to show marked growth. Business process automation activities and initiatives permeate the greater IT conversation as a means to reduce cost, accelerate workflow and transform processes. Scanning has emerged as not only a means to digitize paper but, with the aid of solutions, a sophisticated method of capturing information, automatically identifying and organizing it. Specific processes that are very tied to regulation or compliance are especially sensitive to the use of solutions that can meet initiatives internally and externally. While scanning and capture is quite pervasive, paper is still present in many departments and areas of business, often used as means to communicate, capture information and even signatures on forms. InfoTrends looks to understand what the future holds for document scanning and capture solutions and the associated devices as business is faced with more and more demands to be digital, entirely.

### Objectives

#### Market Direction

- Identify major trends and drivers for scanning solutions within business

- Measure current scan volumes and forecast future scan volume (by device types)
- Test and understand emerging delivery models such as managed services and cloud

#### Business Process

- Examine business process initiatives with scanning components
- Determine the phase in consideration and implementation
- Identify common functional areas for business process efficiency and automation, along with key decision makers

#### Technology and Services

- Understand usage of the varied scanning products; Multifunctional printers, Single function scanners, mobile devices such as smartphones and tablets
- Determine hardware requirements and criteria for scanning solutions
- Establish the propensity to utilize on premise ECM and/or cloud-based document offerings





## Market Research

InfoTrends' study methodology encompasses primary and secondary research, coupled with analysis of market news and trends within the United States.

### Desk Research

InfoTrends will thoroughly examine existing information on market segments, competitors, and product categories using a variety of sources, including industry trade associations, government agencies, published industry reports, trade articles, industry databases, company websites, and other sources. InfoTrends will also leverage research it has previously published as part of its continuous consulting services and research.

### Web-based Quantitative Surveys

500 IT influencers, decision makers, key stakeholders

- Business Size Segmentation
  - Small companies – Owner, principle, office manager
  - Medium/Large companies – Business unit leader/manager, director, IT manager
  - Enterprises – Business unit leader, director, IT manager, strategy and change managers
- Variety of paper intensive vertical industries to determine specific adoption, focus, and future of capture and scanning solution

- K-12 and Higher Ed, Financial Serv and Banking, Healthcare, Manufacturing, Retail, others

## Methodology

- Respondent Profile
  - Knowledgeable of office document technology and scanning environment, along with business process initiatives
  - Influence over capture and scan technologies
  - Decision maker responsibility over capture and scan technologies
- Qualitative Phone Interviews (10+)
  - Select influencers and decision makers from quantitative survey
  - Select scan and capture vendors, service providers and ISVs

## Analysis & Project Deliverables

InfoTrends' professional staff will perform an extensive analysis of the research to develop an understanding of the following:

- Current and future adoption of scanning devices
- Key drivers for distributed and centralized scanning and adoption
- Current needs and challenges of IT or decision makers for scanning solutions
- Current scanning solutions by OEM provider





Subscribers will receive:

- Executive summary and analysis addressing key issues, findings, and overall recommendations
- Management presentation (PowerPoint)
- Data Tabulations
- Webinar to deliver findings

## Timeline

February:	Desk research/survey development
March:	Field research
March/April:	Data cleansing, market modeling, analysis and charting
Ongoing:	Desk research
May:	Distribute final deliverables

## Terms and Conditions

### Liability for Advice

Although reasonable efforts will be made by InfoTrends to ensure the completeness and accuracy of the information contained in written and oral reports in connection with the proposed study, no liability can be accepted by InfoTrends for the results of any actions taken by the client in connection with such information, opinions, or advice.

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## Confidentiality

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## About InfoTrends

InfoTrends is the leading worldwide market research and strategic consulting firm for the imaging, document solutions, production print, and digital media industries. We provide insights and advice to help clients understand market trends, identify opportunities, and grow their business.

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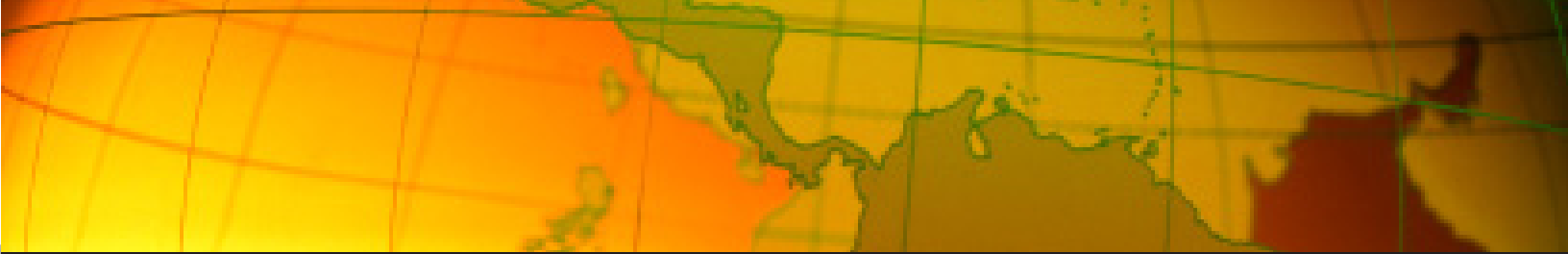
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