

# Professional & Managed Print Services: The Final Differentiator for the Office Equipment Market

## Report Fast Facts

**Published:** October 2008

**Pages:** 271

**Tables & Figures:** 180

**Price:** \$14,995

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## Abstract

This study offers insight into the real potential of professional and managed services for mid- and large-sized business customers within the office equipment market, uncovers the channel's capabilities, identifies the requirements and tools that are needed to be successful in providing these services, and reveals who is best poised to be able to deliver these services.

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## Objectives

### *Professional Services – End-Customer Objectives*

- Understand how customers currently engage with IT, office equipment vendors, dealers, consulting companies, fleet management, SI/VAR, and channels in relation to professional services
- Examine how customers pay for these types of services as well as how much they are paying depending on the engagement
- Determine if there is a bias to certain OE companies that deliver professional services
- Understand the market for professional services for various customer size segments and vertical markets

### *Professional Services – Channel Objectives*

- Understand the professional service capabilities of various channel types
- Determine what types of professional services various channels are currently offering customers
- Discover what channels are investing in to deliver future professional services
- Evaluate what channels can best address various professional service offerings for the mid-market opportunity.

## Managed Services – End-User and Channel Objectives

- Evaluate the adoption of managed services in the mid market
- Define who is offering managed services to companies in relation to the equipment market – IT vs. OE channel
- Examine who has been successful offering all of the components of managed services (i.e. HW, solutions, consumables, break fix, and professional services) to the mid market
- Determine whether customers have a preference for the OE channel vs. the IT channel as a source of these managed services
- Understand how customers want to pay for these managed services – contract, click based
- Find out if customers understand the concept of packaged services
- Examine whether customers require a purchasing mix of OEM vs. third-party consumables
- Determine whether customers like the concept of packaged services
- Evaluate the market for managed services according to various customer size segments and vertical markets

## Methodology

This particular study is broken down into two main components—an end-user study and channel study.

This study is based on a combination of research activities, specifically:

- A structured survey of companies in the U.S.
- A structured survey of dealer channels in the U.S.
- Personal interviews with end-users that have engaged in some Managed Print Service
- Personal interviews with channel vendors
- Personal interviews with office equipment manufacturers
- A review of historic market estimates and reports by InfoTrends

InfoTrends also consolidated and analyzed all of the primary and secondary research when writing this report.

### ***Structured Survey***

In August 2008, InfoTrends developed a structured survey for use in gathering the opinions of end-user companies and channels in the U.S. about their Professional and Managed Print Services trends. The final end-user survey had a total of approximately 100 questions and the channel survey had approximately 70

questions. These were designed to directly address most of the project's main objectives. A copy of the surveys can be found in the Appendix at the end of this document.

InfoTrends then tabulated the results of the end-user survey, and cut those tabulations in various ways, including:

- By company size (small companies with 50 to 99 employees, medium-sized companies with 100 to 999 employees, large companies with 1,000+ employees)
- By level of MPS engagement (considering, or engaged)
- By industry (healthcare, retail, education, construction,)

InfoTrends then tabulated the results of the channel survey, and cut those tabulations in various ways, including:

- By dealer size
- By average business size serviced
- By size of Managed Services customers

InfoTrends charted the main results from these tabulations, and the slides in this document provide key evidence throughout. The Figures in this document illustrate results according to these perspectives.

### ***Personal Interviews***

InfoTrends conducted a series of interviews with end-users, channel vendors, as well as held discussions with OEM vendors that provide Professional and Managed Print Services. The end-user interviews were leveraged to provide additional insight to overall MPS experiences.

### ***Secondary Research***

InfoTrends performed quite a bit of extensive secondary research on professional, managed IT and Managed Print Services for this particular study. InfoTrends has also been involved in the outsourcing market for many years and utilized the experiences and knowledge from various parts of the organization to provide a comprehensive view of these markets.

### ***Analysis***

The InfoTrends staff members responsible for this report worked with all the insights gathered in the survey, the interviews, and the market estimate/forecast process to compile this report. We also formulated recommendations that we hope will be helpful to clients who are active in the Professional and Managed Print Services markets.

This material is prepared specifically for clients of InfoTrends, Inc. The opinions expressed represent our interpretation and analysis of information generally available to the public or released by responsible individuals in the subject companies. We believe that the sources of information on which our material is based are reliable and we have applied our best professional judgment to the data obtained.