

Office Scanning in the U.S. Market: A Multi-Client Study

Report Fast Facts

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Abstract

The office scanner market is continually evolving. Multifunctional peripherals (MFPs) with scanning capabilities are now prevalent, but single-function scanners continue to play an important role as well. This multi-client report provides insight into the single-function and multifunctional scanner markets, while also considering how factors like company size and industry can affect scanner ownership and use.

Project objectives included:

- Understand the future and importance of scanning for the MFP and stand alone scanner markets
- Outline the key differentiators in scanning methods between MFPs and scanners
- See if traditional stand alone scans could be displaced by MFPs and, similarly, if MFP scans will be displaced by stand alone scanner devices
- Determine what customers are willing to pay or not pay for in scanning
- Examine customers' purchasing decisions and methods when scanning becomes a primary feature
- Evaluate what channels will be able to deliver these future technologies most effectively
- Determine what the market today is for electronic scans (page volumes) and what the scan forecast is for the future

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Table of Contents

Executive Summary	6
Introduction	7
Methodology.....	7
Primary Research.....	7
Mean vs. Median	7
Banner Point Definitions	8
Survey Findings	11
Qualifier Question	11
General Company Information	12
<i>Knowledge/Involvement with Workplace Scanning</i>	12
<i>Company Size</i>	13
<i>Industry</i>	15
<i>Corporate-Wide Initiative to Reduce Office Equipment Inventory</i>	16
<i>Environmental Issues Concerning Office Equipment</i>	17
General Scanning Questions.....	18
<i>Type(s) of Scanning Devices in Use</i>	18
<i>Changes in Scanning Habits</i>	19
<i>Location of Scanning Devices</i>	21
<i>Scanning Capabilities: Single-Function Scanners vs. MFPs</i>	22
<i>Department Responsible for Purchasing New Scanners</i>	23
<i>Interest in Per-Scan Payment</i>	24
Single-Function Scanning.....	25
<i>Number of Scanning Devices in Use</i>	25
<i>Brand</i>	28
<i>Number of Documents Scanned Per Month</i>	29
<i>Shifting Volume from Single-Function Scanner to MFP</i>	30
<i>Percentage of Color Scanning</i>	31
<i>Duplex Scanning</i>	32
<i>Document Size</i>	33
<i>Agreement with General Statements</i>	34
<i>Agreement with Statements about Performance</i>	35
<i>Primary Motivator for Purchasing a New Single-Function Scanner</i>	36
<i>Level of Satisfaction with Service on Single-Function Scanner</i>	37
<i>Percentage of Documents Scanned for Various Purposes on Single-Function Scanners</i>	38
<i>Change in Use of Single-Function Scanner by Application</i>	39
MFP Scanning	40
<i>Number of Scanning Devices in Use</i>	40
<i>Brand</i>	42
<i>Number of Documents Scanned Per Month</i>	43
<i>Shifting Volume from MFP to Single-Function Scanner</i>	44
<i>Importance of Preview Abilities on New MFPs</i>	45
<i>Percentage of Color Scanning</i>	46
<i>Duplex Scanning</i>	47
<i>Document Size</i>	48
<i>Agreement with General Statements</i>	49
<i>Agreement with Statements about Performance</i>	50
<i>Training</i>	51
<i>Increase in MFP Deployments</i>	52
<i>Whether a Single-Function Device Would be Considered</i>	53

<i>Reasons for Considering a Single-Function Scanner</i>	54
<i>Primary Motivator for Purchasing a New MFP</i>	55
<i>Level of Satisfaction with Service on MFP Device</i>	56
<i>Importance of Various MFP Scanning Applications</i>	57
<i>Percentage of Documents Scanned for Various Purposes on MFPs</i>	58
<i>Change in Use of MFP for Scanning by Application</i>	59
<i>Desktop Scanning Software</i>	60
Department Documents.....	64
<i>Percentage of Department Documents that are Still Paper-Based</i>	64
<i>Changes in Document Form in Next 18 Months</i>	65
<i>Types of Documents Commonly Scanned</i>	71
<i>Devices Commonly Used for Scanning</i>	72
Document Management Systems	73
<i>Whether Company is Utilizing or Considering a Document Management System</i>	73
<i>Type of Document Management Software in Use</i>	74
Future Purchasing Intentions.....	75
<i>Plans to Purchase New Office Equipment</i>	75
<i>Importance of Criteria When Acquiring Next Scanning Device</i>	76
Conclusion	77
Appendix (Office Scanning Survey)	78

List of Figures

Table 1: Banner Points	9
Figure 1: Which of the following best describes your knowledge/involvement with scanning at your workplace? (All Respondents).....	11
Figure 2: Which of the following best describes your knowledge/involvement with scanning at your workplace? (Qualifying Respondents).....	12
Figure 3: Approximately how many employees are there in your entire company?	13
Figure 4: Approximately how many employees are there in your entire company? (Segmented by Industry)	14
Figure 5: Which of the following best describes your company's industry?.....	15
Figure 6: Is your company currently attempting to consolidate the number of office devices used for copying, printing, and scanning? (Segmented by Company Size).....	16
Figure 7: Is your company currently engaged in or considering any environmental/green initiatives relative to office equipment?.....	17
Figure 8: Which type(s) of scanning devices do you use at your workplace? (Segmented by Company Size).....	18
Figure 9: How have your company's scanning habits changed over the past year? (Segmented by Company Size).....	19
Figure 10: How do you expect your company's scanning habits to change over the next 3 years? (Segmented by Company Size).....	20
Figure 11: Where are most of the scanning devices located in your company?.....	21
Figure 12: Do you believe that the scanning capabilities on a single-function scanner are superior to those of an MFP with scanning functionality?	22
Figure 13: Which department has responsibility for purchasing new scanning devices in your company? (Segmented by Company Size).....	23
Figure 14: Would you consider a scanning solution where an outside vendor hosts a document management system off-site and you only pay for what you scan? (Segmented by Company Size).....	24
Figure 15: How many single-function scanners are in use in your workplace? (Zeroes Included; Segmented by Device Type)	25
Figure 16: How many single-function scanners are in use in your workplace? (Zeroes Included; Segmented by Company Size).....	26

Figure 17: How many single-function scanners are in use in your workplace? (Zeroes Included; Segmented by Industry)	27
Figure 18: Which of the following brands of single-function scanners do you use?	28
Figure 19: How many documents do you scan per month on your single-function devices? (Segmented by Company Size and Industry).....	29
Figure 20: Have you considered shifting volume from a single-function scanner to an MFP? (Segmented by Company Size).....	30
Figure 21: What percentage of single-function scanning in your immediate workgroup is produced in color versus black & white?	31
Figure 22: What percentage of your single-function scans are single-sided versus double-sided? (Segmented by Company Size).....	32
Figure 23: What percentage of your single-function scans are the following sizes?	33
Figure 24: To what extent do you agree with the following statements about your single-function scanner? (Means)	34
Figure 25: To what extent do you agree with the following statements about the performance of your single-function scanner? (Means)	35
Figure 26: When you purchase your next single-function scanner, what will be your primary motivator for doing so?	36
Figure 27: Are you currently satisfied with the level of service you receive on your single-function scanner?	37
Figure 28: Approximately what percentage of the documents that you scan on your single-function devices are scanned for the following purposes?	38
Figure 29: Do you believe that your company's single-function scanning habits are increasing, decreasing, or remaining the same for the following applications?.....	39
Figure 30: How many MFP scanners are in use in your workplace? (Zeroes Included: Segmented by Company Size).....	40
Figure 31: How many MFP scanners are in use in your workplace? (Zeroes Included; Segmented by Industry)	41
Figure 32: Which of the following MFP brands are you currently using for scanning?	42
Figure 33: How many documents do you scan per month on your multifunctional scanners? (Segmented by Company Size and Industry).....	43
Figure 34: Have you considered shifting volume from an MFP to a single-function scanner? (Segmented by Company Size).....	44
Figure 35: When you purchase your next MFP for scanning, will it be important to be able to preview scanned documents before creating a file? (Segmented by Company Size)	45
Figure 36: What percentage of MFP scanning in your immediate workgroup is produced in color versus black & white?	46
Figure 37: What percentage of documents that you scan on your MFP are single-sided versus double-sided? (Segmented by Company Size).....	47
Figure 38: What percentage of your MFP scans are the following sizes?	48
Figure 39: To what extent do you agree with the following statements about your MFP? (Means)	49
Figure 40: To what extent do you agree with the following statements about the performance of your MFP? (Means)	50
Figure 41: Who provided the training on your MFP?.....	51
Figure 42: Have you seen an increase in the deployment of MFPs in your office? (Segmented by Company Size)	52
Figure 43: The next time you need a scanning device, will you consider a single-function scanner? (Segmented by Company Size).....	53
Figure 44: Why might you consider purchasing a single-function scanner?	54
Figure 45: When you purchase your next MFP, what will be your primary motivator for doing so?	55
Figure 46: Are you currently satisfied with the level of service you receive on your MFP?	56
Figure 47: How important are each of the following MFP scanning applications to you? (Means)	57
Figure 48: Approximately what percentage of the documents that you scan on your MFPs are scanned for the following purposes?	58
Figure 49: Do you believe that your company's multifunctional scanning habits are increasing, decreasing, or remaining the same for the following applications?.....	59

Figure 50: Did your MFP include desktop scanning software?	60
Figure 51: What is the brand name of the software included with your MFP?.....	61
Figure 52: Are other people using and adopting the desktop scanning software provided with your MFP?	62
Figure 53: Is there a connection between your MFP's desktop scanning software and any company-used document management system?.....	63
Figure 54: Approximately what percentage of your department's documents are still paper-based? (Segmented by Company Size and Industry).....	64
Figure 55: Over the next 18 months, which form do you expect the following documents to take?	65
Table 2: Anticipated Form of Various Documents by Company Size	66
Table 3: Anticipated Form of Various Documents by Industry	68
Figure 56: Which of the following types of documents does your business commonly scan?.....	71
Figure 57: Which of the following devices do you commonly use to scan the following documents? .	72
Figure 58: Does your company currently utilize a document management system?.....	73
Figure 59: Which of the following document management software products are currently being used by your company?.....	74
Figure 60: Which of the following types of office equipment do you expect to acquire in the coming year?	75
Figure 61: When you acquire your next scanning device, how important will each of the following criteria be to you?	76

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