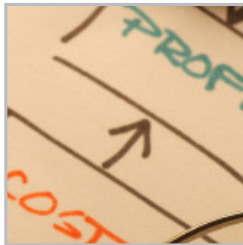
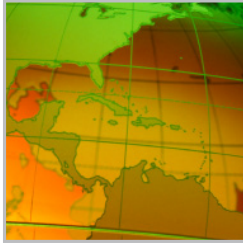


Service Expansion Opportunities for Document Outsourcing in 2016



Production Printing & Media



What are the critical components of a strong document outsourcing offering today?

What are the emerging services opportunities?

How large is the market opportunity?

What are customer requirements in critical vertical industries?





Service Expansion Opportunities for Document Outsourcing in 2016

Introduction

The relevance of print-only outsourcing contracts is in decline. Enterprises are seeking external support for cross-media communications, creative services, data management, analytics, and other value-added services. Savvy and forward-thinking document outsourcing providers are in a unique position to help their customers transition to more effective communication platforms. This study identifies emerging services opportunities and offers a road map for document outsourcing providers to build new businesses around them.

Objectives

- Identify emerging services opportunities beyond traditional document outsourcing
- Determine the propensity to outsource and estimate the range of contract values by source type
- Identify decision-makers and assess customer requirements and concerns in key vertical industries
- Discuss bundling and marketing strategies

Regions Covered

North America

U.S., Canada

Europe

France, Germany, Spain, U.K.

*Insights from each region can be purchased separately.





Market Research

InfoTrends conducted extensive primary and secondary research in key industries and regions.

Business Survey

InfoTrends interviewed 551 outsourcing decision makers at large enterprises across key document outsourcing regions and industries.

Regions:

- North America (U.S. and Canada)
- Europe (France, Germany, Spain, U.K.)

Primary industries:

- Financial Services
- Insurance
- Consumer packaged goods

Other industries (aggregate view):

- Education
- Healthcare
- Legal
- Manufacturing
- Retail/wholesale
- Telco/utility

Company size:

- The sample skewed toward large organizations
- 500+ employees or \$100M+ in revenue

Interviews

Interviews with more than 15 stakeholders across regions, verticals, and business types.

Secondary Research

InfoTrends leveraged previously-published research that it has conducted as part of its ongoing market analysis. InfoTrends also thoroughly examined other existing market information on key applications, market segments, competitors, and service categories using a variety of sources, including industry trade associations, government agencies, published industry reports, trade articles, industry databases, company websites, and other sources.

Project Deliverables

Project deliverables include:

- Executive Summary addressing key issues, findings, and overall recommendations
- Detailed PowerPoint analysis report with text, charts, and graphs addressing study objectives
- Cross tabulations (Excel banner tables) of the survey results for additional analysis of key questions and market segmentation (e.g., vertical markets, regions, company size, service usage)

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About InfoTrends

InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their business.

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