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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 businesses. Additional information about InfoTrends is available on the Web at www.infotrends.com.

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Technical Document Lifecycle Study

Opportunities for Creation, Capture, Print, Collaboration, and Management of Technical Documents

- Customer requirements and perceptions
- Vertical industry opportunities
- Market size and forecast
- Key trends

A joint research effort between InfoTrends and Cadalyst Magazine

Prospectus

Who Should Subscribe?

- *Printer, scanner, MFP vendors*
 - *Software developers and providers*
 - *System integrators*
 - *Service providers*
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Introduction

The architecture, engineering, construction, manufacturing, and other technical industries are undergoing significant changes in the creation and usage of technical documents. This dynamic is creating new challenges and opportunities for equipment and technology vendors as well as service providers. Industry participants need in-depth, focused information to support sound decision-making in their product development, business planning, and marketing initiatives.

InfoTrends and Cadalyst Magazine are launching a landmark research study that will benchmark the current state of the market for technical document products and services and establish where it is heading in the future. Vendors and service providers will receive the necessary information and insight to tailor business strategies and marketing plans for future growth and success.

This research study will examine each and discuss their potential impact and opportunities. These issues include:

- View vs. print
- Standardization of file formats
- Incorporating color in documents
- Convergence of software and Web-based services
- Collaboration tools and services
- Streamlining processes to improve productivity, eliminate errors, and reduce cycle time
- Compliance, regulatory, and security requirements
- Managing distributed resources – software, devices, people

Focus on Vertical Segments

InfoTrends and Cadalyst will focus the research on key industry verticals, including the architecture, engineering, construction, and manufacturing sectors. Each vertical faces unique challenges and is growing at a different rate. This study will provide market size and overall growth for each sector, define the key differences in market issues among the sectors, and discuss how products and services are impacted by these market issues.

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Critical Questions Answered by this Study

Industry Structure

- What is the structure of key vertical industry segments? (e.g. company size, customers)
- How much are companies spending on hardware, software, and services to create and manage technical documents?
- What are the trends and issues driving technical document technology investments?

Technology Usage and Customer Requirements

- What are the critical technical documents by vertical segment?
- What platforms (Unix, Linux, Windows, Vista, Mac) and application software are people using to create and manage technical documents? What are their plans to migrate?
- What are the usage rates and trends for PDF, XPS, DWG, TIFF, and other file formats?
- Where technical documents are printed and/or copied? What are the trends?
- Why do companies print documents in color? How is the percentage of documents printed in color changing?
- What are usage rates and the needs for scanning equipment? What is driving those needs?

Technical Document Lifecycle Opportunities

- How are companies investing to improve technical document processes?
- What technical documents are transitioning from print-centric to an electronic workflow?
- What is driving changes in technical document processes? (e.g. user-driven, market-forced, government, or vendor pushed)
- What is the rate of adoption of EDMS, PLM systems, and online planning rooms?
- What are the major drivers for investing in these systems?
- Who are the decision-makers/potential buyers of these systems?
- What are technical document printing requirements by vertical industry segment? (e.g. volume, color, size)
- When and where are printed documents digitized for sharing, collaboration, or archiving?
- What aspects of the technical document lifecycle are customers interested in outsourcing?
- What channels are companies using to procure technical document solutions?

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Market Research

This study will use a combination of primary and secondary research to determine the market requirements and opportunities for products and services used to create, print, capture, manage, share, and store technical drawings, images, schematics, renderings, and models across the architectural, engineering, construction, and manufacturing sectors.

Primary Research

Structured Survey (1,000)

We will conduct a structured survey with approximately 1,000 department managers and decision makers in the architectural, engineering, construction, and manufacturing sectors. This research is critical in establishing a base view of the vertical markets to use in comparing and contrasting the segments, creating primary market measurement metrics, and identifying trends.

In-depth Interviews with Product Vendors & Distributors (20)

InfoTrends will conduct a series of in-depth interviews with major product vendors (10 to 12) and distributors (6 to 8). This information will provide supporting and qualitative market insights.

Secondary Research

InfoTrends has conducted extensive research in the technical document market and will leverage relevant research reports and forecasts for this industry. We will also thoroughly examine existing market information from a variety of sources, including government and industry association data and published reports.

Market Size & Forecast

InfoTrends will provide market sizing and forecast data for major hardware and software categories related to technical document creation, capture, output and management.

- Scanners
- Inkjet printers/MFPs
- LED printers/MFPs
- Design software
- BPM and PLM software
- DM software

Analysis

The research phase will be followed by extensive analysis of the desk research, personal interviews, and a structured survey to develop a comprehensive understanding of the opportunities and issues for workflow and document management solutions in the technical market.

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Project Deliverables

Clients will receive a combination of reports, presentation materials, and research data for senior management, product managers and planners, and sales and marketing executives. The material will include:

- An executive summary that addresses key issues, findings, and overall recommendations
- A PowerPoint style report for internal communication of the research results and conclusions
- A market forecast with assumptions, tables, and charts
- Data tabulations of the structured survey

Also, the Project Manager will be available for discussion of the findings after delivery of the report.

Project Schedule

The market research for the study will be conducted in August/September 2007. Analysis reports will be written starting in October 2007, and the final report will be published in November 2007.

The schedule is as follows:

- | | |
|-------------------|---|
| • August 31, 2007 | Last date for charter subscribers |
| • September 2007 | Web survey deployed/In-depth interviews |
| • October 2007 | Data tabulations and analysis work |
| • November 2007 | Final report delivered |

Project Fees

For clients that sign up before August 31st, the participation fee is \$11,995. Clients that sign up early can also provide input and review the interview guides.

After August 31st, the price of the study is \$13,995.

A personal presentation is available for an additional \$2,000 plus travel expenses.

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.

Copyrights

InfoTrends retains all copyrights. The reproduction of any materials is prohibited without written consent from InfoTrends.

Confidentiality

InfoTrends will use its best efforts to ensure that any confidential information obtained about the client and its business during the course of the proposed study is not, unless agreed otherwise in advance, disclosed to any third party without

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the prior written permission of the client. InfoTrends retains the right to re-use any non-proprietary information as part of its ongoing analysis of the office automation and printing and publishing industries.

Timely Delivery

InfoTrends will take all reasonable steps to ensure that the time scales called for by the proposed study are met in accordance with the agreed-upon schedule, but no liability can be accepted for the consequences of delays, howsoever caused.

Terms

One half of fee upon initiation and one half upon report delivery.

Authorization

Technical Document Lifestyle Study

Opportunities for Creation, Capture, Print, Collaboration, and Management of Technical Documents

For more information on the study or how to order, please send an e-mail to sales@infotrends.com.

Please enter my order as follows (fax completed form to +1 781 616 2121):

- | | |
|--|--------------|
| <input type="checkbox"/> Charter subscriber (by August 31, 2007) | \$11,995 USD |
| <input type="checkbox"/> Subscriber (after August 31, 2007) | \$13,995 USD |
| <input type="checkbox"/> Personal presentation | \$2,000 USD |

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