European Print Vendor Transformation Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *European Print Vendor Transformation Strategies* research program addresses the needs of European print market players as they leverage transformative technologies to develop new and adjacent market opportunities, such as security, IT, and/or cloud services. By leveraging IDC's broad technology coverage, this service provides a single IDC research program to market players — including printer/MFP vendors, channel players, and managed services providers — as they explore a new set of business opportunities.

Markets and Subjects Analyzed

- The pace of technology adoption, including impacts and development
- Evolving end-user attitudes
- IT infrastructure support and IT services development

- Security solutions development
- Vendor transformation strategies
- Technology's role in services development

Core Research

- Enterprise vs. SMB Supplier Selection Insights
- Technology's Role in Services Development
- Competitive IT Services Strategies and Market Outlook

- Partner Ecosystem Development
- Security Services Market Developments
- Competitive Analysis of Transformational Acquisitions

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: European Print Vendor Transformation Strategies.

Key Questions Answered

1. How are competitors transforming their services to meet new workplace demands, and what are the best practices in this regard?
2. How are print market players moving into adjacent technology segments?
3. How is customer engagement changing, and what impact does this have on pricing models?
4. What is the addressable SMB market?
5. Which industries provide the best opportunities?
6. What benefits can cloud, mobile, IoT, AI, and data analytics provide in terms of customer value and the development and monetization of new products and services?

Companies Analyzed

This service reviews the strategies, market positionings, and future directions of several providers, including:

ABBYY Solutions, Atos SE, Automation Anywhere, Canon Inc., Fujitsu Ltd., Google, HCL Technologies Ltd., HP Inc. (including Apogee), Hyland Software Inc., Infosys Ltd., Kofax Inc., Konica Minolta Holdings inc., KYOCERA Corporation, Lexmark, Microsoft, Ricoh Company Ltd., Seiko Epson, Sharp Corporation, T-Systems International GmbH, TD Synnex, Toshiba Corporation, UiPath, Wipro Ltd., Xerox Corporation