

## **FOR IMMEDIATE RELEASE**

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### **Managed Print Services – Who is winning, and why?**

#### *New multi-client study provides insight into Managed Print Services adoption*

**Lexington, KY – September 11, 2007** – One of the hottest topics in the imaging industry today is Managed Print Services. Managed Print Services is the industry's term for when a company 'outsources' their hardcopy devices to a manufacturer or service provider. Customers are adopting managed print services in order to reduce cost, improve efficiency, and reduce the 'hassle' factor associated with managing hard copy devices. For the vendor, these Managed Print Service engagements provide an opportunity to offer the customer additional value and to 'lock in' the customer to a longer term.

While both the customer and the vendor would appear to win in a Managed Print Services engagement, actual customer adoption has been slower and more challenging than most vendors have expected. Just defining what is a "Managed Print Service" engagement can be a challenge, because there are so many 'flavors' of Managed Print Services. A Managed Print Service contract can include everything from the vendor providing equipment on a per page ('click') charge to the complete outsourcing of equipment and staff. Services included in the contract can range from simple maintenance ('break fix') to the remote monitoring of equipment and automatic supplies replenishment.

According to Ed Crowley, founder of the Photizo Group, "Based upon our experience in conducting research and consulting projects in the area of Managed Print Services, it is clear that this area represents significant challenges and opportunities for Managed Print Service providers – whether they are the equipment manufacturers, or their channel partners. In order to assist our clients in successfully capturing this market opportunity, we are launching a new multi-client, longitudinal study to understand this emerging market."

The new Managed Print Services Study by the Photizo Group will provide clients with answers to key questions such as:

- Who is driving the vendor selection decision – facilities management personnel or information technology personnel? And how does the

engagement change depending on which organization is taking the lead in the vendor selection decision?

- What are the key managed print service attributes which customers care about and value in the selection process? For example, is it the ability for the vendor to remotely monitor and automatically replenish supplies? Or is it response time for break fix service? In order to develop the most appealing programs, vendors must understand which features customers value most.
- Who is winning in the race to capture Managed Print Service contracts? Which brands are being considered and which are being purchased? And why?

According to Mr. Crowley, “The client reception to this study has been tremendous. We were surprised at how quick clients have been to commit to this study. Of course, the timing is right, and vendors need objective intelligence to assist them in managing their Managed Print Services strategy and implementation.” Based upon the strong response for this study in the United States, the Photizo Group is already developing a second version of the study to track the Managed Print Services market in Europe.

To learn more about the report visit [www.photizogroup.com/](http://www.photizogroup.com/) or email [eacrowley@photizogroup.com](mailto:eacrowley@photizogroup.com).

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**About the Photizo Group:**

The Photizo Group is a global provider of business intelligence for the imaging industry. The Photizo Group provides both tactical and strategic information products to the imaging industry including the multi-client Managed Print Services study, the Imaging Industry Advisory service, and custom consulting projects.

The firm is composed of industry professionals with an average of 15 years of industry experience, enabling the firm to provide a unique ‘insider’ perspective to the key strategic and tactical business decisions. The firm also provides training and consulting in the area of New Product Development, Product Strategy, Strategy Roadmapping, and New Product Portfolio Management.

The firm’s web site is: [www.photizogroup.com](http://www.photizogroup.com).