

FOR IMMEDIATE RELEASE

**North American MPS Market Growing at 27 Percent, Canada Has Fastest Growth,
According to Latest Photizo Group Report**

Special version of MPS Market Report now available for dealers and resellers

November 17, 2009 – Lexington, KY – The North American market continues to grow at a remarkable 27 percent compounded annual growth rate (CAGR), according to the latest Managed Print Services (MPS) research from the Photizo Group. The new “2009 North America Managed Print Services Summary Report” looks at market size, share and forecast analysis for North America. This report is based upon the extensive, ground breaking “MPS Market Size, Share, and Forecast Service Report” which the Photizo Group produces annually. While the full service provides extensive data tables, customized presentations, and a very in-depth report, this new report provides a concise, targeted analysis of the North American market opportunity for MPS.

North America is the most mature MPS market, with a history of over ten years of MPS engagements and 50 percent of the total global MPS market in 2008. The Photizo study found that Canada is the fastest growing segment in North America, with a CAGR of 39 percent. The new report provides a reliable view into how quickly the market will grow and the factors driving that growth. According to the Photizo Group, the most significant growth factors during the next two years will be evolution of distribution channels, continued focus on cost savings and aggressive vendor programs.

The MPS market in general is experiencing astounding growth, having gone from \$9.5B (USD) globally in 2006, to \$20.3B in 2009. By 2013, the market will be \$59.7B in revenues, which accounts for over 50 percent of the total distributed imaging business market. “Companies of all sizes can benefit from the tremendous MPS opportunity, but the key to success is access to the most accurate, current information available about this dynamic, fast-growing market,” said Ed Crowley, CEO and Senior Partner of the Photizo Group.

The “2009 MPS Report” documents emerging market share positions of top MPS vendors in North America. The latest data shows that HP has taken over MPS leadership in North America, with 25 percent of total market revenue. Readers will also find analysis of key market size metrics and the outlook for future market growth rates.

New Summary Report Geared to Dealers and Resellers

“With the new Summary Report version of the landmark MPS market study (MPS Market Size, Share, and Forecast Report published in August of 2009), Photizo Group offers an affordable information resource targeted to the needs of resellers, dealers, software vendors and similar organizations that have very specific information requirements,” Crowley said. “Vendors, manufacturers and dealers can use this information to guide marketing programs, strategic planning, sales management, organizational performance measurement, and to better understand their own firm’s position in the MPS market.”

The report looks at factors that have made it easier for resellers and dealers to launch MPS offerings, noting that in the last two years, 15 new MPS programs have been announced for dealers. It offers guidance on the largest market opportunity, the impact of market maturity on pricing, channel versus manufacturer revenues, and insight into the composition of the market in terms of devices under MPS contract.

For pricing and other information about the “MPS Market Size, Share, and Forecast Report” and the “2009 North American Summary Report” geared to dealers and resellers, visit <http://www.managed-print-services.com>.

NOTE TO EDITORS: For an in-depth briefing about the findings in the new “2009 MPS Report,” please contact Misty Hamel at +1-617-921-5725 or ormhamel@photizogroup.com

#

Media contact:

Misty Hamel

+1-617-921-5725

mhamel@photizogroup.com

ABOUT THE PHOTIZO GROUP

The Photizo Group is the market’s main source for ongoing business intelligence about the rapidly growing opportunity of Managed Print Services. Since its landmark MPS study released in April 2008 to ongoing research covering North America and Europe, Photizo has emerged as a leader in dynamic business intelligence about the MPS market. Vendors, dealers and enterprises can find MPS information and resources at <http://www.managed-print-services.com>.

“Photizo” is a trademark of the Photizo Group. All other trademarks are the property of their respective owners.