

MANAGED PRINT SERVICES – QUICK FACTS AND FIGURES

WHAT IS MANAGED PRINT SERVICES?

JUST HOW IMPORTANT IS THE MANAGED PRINT SERVICES MARKET? DID YOU KNOW...

- The total MPS Market in North America and Western Europe **will be a \$26.7B business** by 2012?
- That while in 2007 the MPS Market in North America and Western Europe accounted for a **healthy 14%** of the total imaging market, by 2012 it will **account for 35%** of the **total imaging market**?
- Both Western Europe and North America will witness **MPS market growth of over 20%** each year over the next five years?

Source: 2008 MPS Market Size, Share, and Forecast Analysis © The Photizo Group

EXPLODING THREE COMMON MYTHS ABOUT MANAGED PRINT SERVICES

- **Myth #1:** Winning the assessment means the dealer will win the MPS engagement. **Reality:** Almost 50% of the MPS decision makers choose a different firm for the engagement than the firm conducting the fleet assessment. At best, the winner of the assessment has only slightly better than 50/50 odds of winning the engagement.
- **Myth #2:** An MPS engagement requires that the dealer or reseller 'owns' the fleet assets. **Reality:** In 52% of MPS engagements, the client company owns the printers, copiers and multi-function machines that comprise the fleet.
- **Myth:** In order to be a candidate for Managed Print Services, the client firm must be willing to implement the engagement on a global scale. **Reality:** 50% of all engagements are for multiple domestic sites. Less than 15% are for global engagements.

Source: 2008 Q3 MPS Decision Maker Tracking Study © The Photizo Group

WHO IS THE MPS DECISION MAKER?

- **The 80/20 rule is alive and well!** 15% of the customer's account for over 85% of the total 'pages' which are produced under MPS agreements.
- **All sizes of firms utilize MPS services.** 56% of MPS engagements are with companies with less than 1,000 employees. 44% are with companies who have more than 1,000 employees.

Source: 2008 Q3 MPS Decision Maker Tracking Study © The Photizo Group

For more information and insights, contact the Photizo Group at 859 873 4518. Or contact our PR firm, Carro Ford at 859-759-0004 or carrof@earthlink.net.