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PHOTIZO GROUP TO LAUNCH ITS SECOND ANNUAL TRACKING STUDY ON EUROPEAN MANAGED PRINT SERVICES MARKET

Breaking Ground – Again; 'First-of-its-kind' Study of MPS Market in Both North America and Western Europe

Lexington, KY – August 18, 2009 – In 2008, the [Photizo Group](#) broke ground as the first firm to launch an ongoing tracking study of the Managed Print Services (MPS) market in both North America and Western Europe. Once again, the Photizo Group is launching its annual [Western European MPS Decision Maker Tracking Study™](#), containing a comprehensive body of dedicated, insightful research and analysis on this lucrative market.

This latest study, *"Understanding the European Managed Print Services Market: 2009 Brand Positions, Purchase Dynamics, and Market Opportunity,"* offers a unique, exclusive examination of market forecasts. By replicating the study designs in North America and Europe, the Photizo Group can draw comparisons between geographies – not available anywhere else.

"Our tracking study is unique in that it *only* includes interviews with individuals who are directly and actively responsible for making MPS purchasing decisions," said Photizo Group Founder and CEO, Ed Crowley. "Our 2009 report is based on 311+ in-depth interviews conducted with MPS decision makers located in France, Germany and the United Kingdom – all are key decision-making individuals from the Information Technology, Facilities Management, and Purchasing departments within their respective companies."

The Photizo Group defines Managed Print Services as the outsourcing of hardware devices, services, supplies and, most importantly, management of the "fleet." This rapidly growing market represents a fundamental shift in the purchase process and buying power centers for copiers, printers, MFPs, and faxes, as well as in the business model for vendors and the channel. "We project that the MPS market in Western Europe will more than double by 2012," said Crowley. "With the overall imaging market experiencing little or no growth, it is evident that Managed Print Services will become increasingly critical to success in the European market."

Photizo Group's tracking research contains two major components: branding and purchasing. With the firm's proprietary measurement tools - "Brand Strength Index™" and "Brand Experience Index™" - the *brand study* assesses brand awareness, consideration, familiarity, and satisfaction. In addition to these brand metrics, the *purchase study* captures purchasing dynamics, including key decision making drivers, scope and breadth of MPS agreements, pricing, and MPS decision maker profiles.

While requirements in North America and Western Europe are similar in many respects, there are significant differences on key service deliverables. In fact, there is a greater degree of variability within Western Europe than between Western Europe and the United States, so a "one size fits all" approach is not the best answer. Pan-European programs must allow for country-level flexibility, in order to meet country-level requirements. There are clear differences between regions which must be understood in order to craft effective MPS programs and marketing campaigns.

With this new report, the Photizo Group continues to provide the most complete body of research on the Managed Print Services market. We are also the only firm to provide a dedicated MPS publication and which hosts dedicated MPS conferences in North America and Europe. In fact, following the successful and highly acclaimed inaugural Managed Print Services Conference held in Austin, Texas on April 2009, the first [MPS 2009 European Conference](#) has been scheduled for Amsterdam, The Netherlands, October 21-23. The event addresses the urgent need for information about the fast-growing Managed Print Services market and will feature case studies, panels, exhibitions and interactive sessions that highlight successful approaches and practical ideas from actual MPS engagements. MPS decision makers, vendors and channel partners can network and share insights, experiences and MPS program success stories.

For *Western European MPS Decision Maker Tracking Study™* pricing and other information, visit <http://www.managed-print-services.com> . Information on the upcoming MPS 2009 European Conference can be found at <http://www.mpsconference.com> .

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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. Clients include eight of the top ten imaging manufacturers in the digital marketplace. Vendors, dealers and enterprises can find MPS information and resources at <http://www.managed-print-services.com>.

"Photizo," "Brand Strength Index," "Brand Experience Index" and "MPS Decision Maker tracking Study" are trademarks of the Photizo Group. All other trademarks are the property of their respective owners.