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 provides a single IDC research program to market players — including printer/MFP vendors, channel players, and managed service providers — as they explore a new set of business opportunities.

Markets and Subjects Analyzed

- Pace of technology adoption, impact, and development
- Evolving end-user attitudes
- Print/IT infrastructure support and IT services development
- Security solutions development
- Vendor transformation strategies
- AI and RPA's role in scanning and workflow

Core Research

- Enterprise vs. SMB supplier selection insight
- Technology's role in workflow automation
- 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 to meet new workplace demands? What is best practice?
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 beyond improved operational efficiency?

Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers, including:

ABBYY Solutions, Amazon Web Services (AWS), Atos SE, Automation Anywhere, Canon Inc., Fujitsu Ltd., Google, HCL Technologies Ltd., HP Inc., Hyland Software Inc., Infosys Ltd., Kofax Inc., KYOCERA Corporation, Konica Minolta Holdings inc., Microsoft, Ricoh Company Ltd., Sharp Corporation, Tech Data/Synnex, Toshiba Corporation, T-Systems International GmbH, UiPath, Wipro Ltd., Xerox Corporation