





## Enabling a New Print Services Model for the Hybrid Workforce

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September 2022

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## Top 5 Industry Trends Impacting Office Print

-  Remote/Hybrid Workforce
-  Cloud Printing Technologies
-  Security and Zero Trust
-  Subscription-Based Print Services
-  Sustainability


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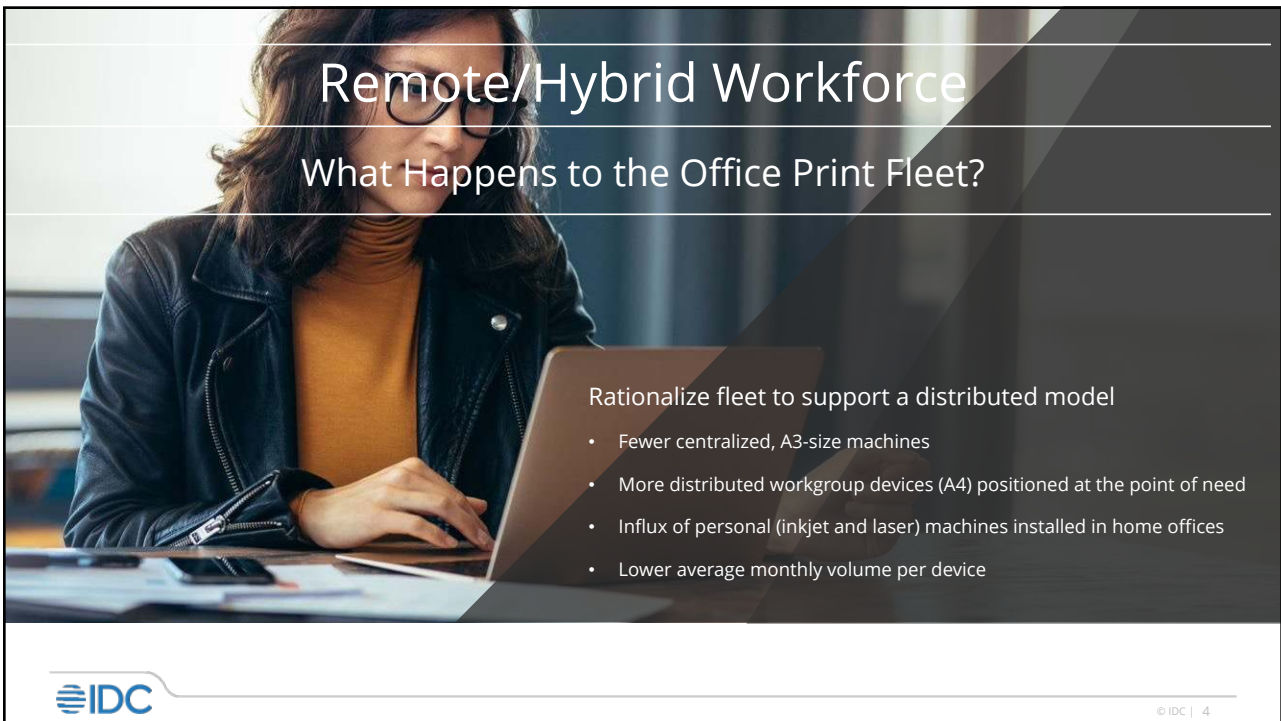
## Remote/Hybrid Workforce

### Which Work Practices Will Endure?

**45%** of organizations say that remote and hybrid work models will be an embedded part of **accepted work practices** for many industries

 Source: Future Enterprise Resiliency & Spending Survey - Wave 11, IDC, December, 2021; N=858 © IDC | 3

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## Remote/Hybrid Workforce

### What Happens to the Office Print Fleet?

Rationalize fleet to support a distributed model

- Fewer centralized, A3-size machines
- More distributed workgroup devices (A4) positioned at the point of need
- Influx of personal (inkjet and laser) machines installed in home offices
- Lower average monthly volume per device

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# Cloud Printing Technologies

## Print Management Moves to the Cloud

### IDC Predicts...

“By 2023, 60% of global organizations will deploy cloud-based technologies to enable remote monitoring and management of a more broadly distributed printer fleet”



Source: IDC FutureScape Worldwide Imaging, Printing, & Document Solutions 2022 Predictions

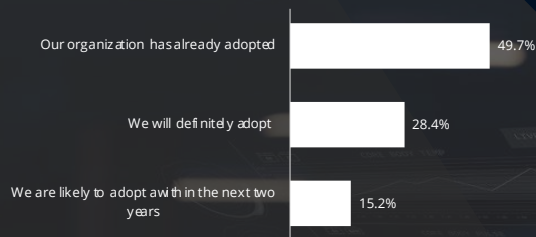
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# Cloud Printing Technologies

## Adoption Plans for Cloud-Based Print Management

What response best describes your organization's consideration of cloud-based print management tools and/or cloud-based MPS?



Source: IDC MPS Benchmark Survey, August 2021; N=310

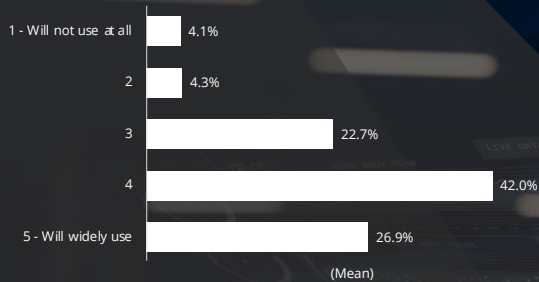
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# Remote Monitoring and Management

## Leveraging Analytics to Improve Service Delivery

To what extent will your organization leverage diagnostic analytics in 24 months?



Source: Future Enterprise Resiliency & Spending Survey - Wave 11, IDC, December, 2021; N=858

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# Subscription Services

## Movement Toward Print-as-a-Service

### IDC Predicts...

“By 2024, 60% of organizations will move to a subscription-based model for print and print-related services to support the needs of the hybrid workforce.”



Source: IDC FutureScape Worldwide Imaging, Printing, & Document Solutions 2022 Predictions

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# Cloud Migration

## Shifting Print Infrastructure to the Cloud

### Reducing IT Costs

- Cost increases due to inflation the top factor impacting IT spend<sup>1</sup>
- Organizations identify infrastructure-related costs (hardware and software) as highest priority for cost reduction<sup>2</sup>
- On average, companies spend 3.7% of their IT budget on costs associated with acquiring and managing existing print servers<sup>3</sup>



1, 2: Source: IDC Future Enterprise Resiliency & Spending Survey Wave 5, IDC, June 2022, Worldwide n=832 weighted  
3: Source: IDC MPS Benchmark Survey, August 2021; N=310

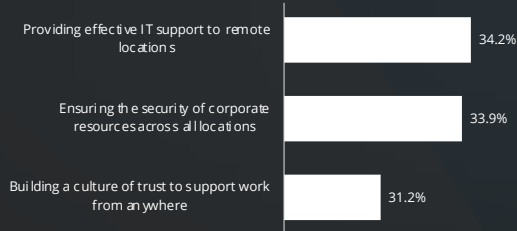
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# Security and Zero Trust

## Identity Is the New Perimeter

What are the top three challenges that your organization is facing in implementing a hybrid work model?



Source: Future Enterprise Resiliency & Spending Survey - Wave 11, IDC, December, 2021; N=858

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# Sustainability

## Customers Placing Increased Emphasis on Environmental Goals

Meeting Environmental Goals:  
How important are these factors in your decision to implement or consider implementing a Managed Print Services program?



Importance Rating	Percentage
1 - Not Important	1.9%
2	2.9%
3	16.9%
4	41.6%
5 - Very Important	36.1%

Source: IDC MPS Benchmark Survey, August 2021; N=310

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# Summary

## Guidance and Recommendations

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# Selling Business Outcomes

## Managing the Evolving Print Fleet


### Tailored Service Offerings

- Service providers should consider how the device mix will evolve as businesses look to downsize the in-office printer/MFP fleet and push A4-size devices closer to the point of need
- Establish programs to help businesses bring work-from-home devices into the broader services offering (MPS, etc.)

Source: IDC MPS Benchmark Survey, August 2021; N=310

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# Selling Business Outcomes

## Adapting to the Hybrid Work Model

### Cloud is the Future of Print

- Leverage cloud technologies to enable a “print from anywhere, to anywhere” ecosystem
- Recognize that businesses are at various stages in their cloud migration journey, and they need programs that provide flexibility and scalability when it comes to implementation

Source: IDC MPS Benchmark Survey, August 2021; N=310

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# Selling Business Outcomes

## Work from Home is No Longer a Stop-Gap Measure

### Enabling a Secure Print Model for the Home

- Recognize that businesses need more effective tools for cost-management, reporting, and tracking of at-home printing devices
- Remote monitoring, management, configuration, and support will become more important as businesses seek to develop stronger IT policies for at-home employees

Source: IDC MPS Benchmark Survey, August 2021; N=310

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# Selling Business Outcomes

## Lead with Security

### Enabling a Zero Trust Print Framework

- Identity is the new perimeter
- Help organizations gain a better understanding of device deployment and usage through remote monitoring and automated security controls
- Drive thought leadership around how/why print security needs to fit within the constructs of a zero-trust model

Source: IDC MPS Benchmark Survey, August 2021; N=310

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# Demonstrating Service Excellence

## Differentiating in a Mature Market

### Standing Out in a Crowd

- Take this opportunity to emphasize service excellence by working closely with customers to help navigate through challenging times
- Stand out as a service provider: ensure that SLAs are being met, understand evolving customer needs, and leverage QBRs to foster continued improvements



Source: IDC MPS Benchmark Survey, August 2021; N=310

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# Demonstrating Service Excellence

## Differentiating in a Mature Market

### A New Service Model

- Customers need partners with a broad set of skill sets to address evolving business needs
- Transition to print-as-a-service combined with changes in fleet mix will emphasize the need for remote diagnostics and remediation
- Invest in AI-driven technologies to modernize your service approach, drive service efficiencies, and improve service margins



Source: IDC MPS Benchmark Survey, August 2021; N=310

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