

European Managed Print Services and Solutions

IDC's *European Managed Print Services and Solutions* (MPSS) research responds to the needs of print market players, including hardware and software vendors, service providers, and collaborative and distribution partners. IDC pays attention to the value-added and differentiated services offerings that, driven by technology, can support end users as they implement initiatives to streamline the business process workflows in which printed pages and digital content play major roles.

MARKETS AND SUBJECTS ANALYZED

- European managed print services
- Evolving end-user requirements to support digital initiatives
- Enterprise capture applications
- Print, device, and enterprise output management
- Evaluation of traditional and new vendor business and pricing models, offerings, capabilities, and transformation strategies
- Large enterprise vs. SMB requirements
- Cloud print management software
- Impacts of cloud-based applications development and adoption

CORE RESEARCH

- European Print Services Vendor Shares
- European Print Services Forecast
- European Print, Device, and Output Management Software Market Sizing
- European Capture Applications Forecast
- Hardware/Software/Channel Profiling/Competitor Analysis
- Buying Pattern Research and Analysis
- The Role of Technology (Cloud, Big Data, and Mobile) in Changing the Shape of the Market
- Competitive Landscape, Partnerships, Alliances, and Mergers and Acquisitions
- Security and Regulatory Compliance

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 Managed Print Services and Solutions](#).

KEY QUESTIONS ANSWERED

1. How will markets grow and evolve over the next five years?
2. What are SMB customers vs. enterprise customers looking for in a print services engagement?
3. Who are the key and emerging players in these markets? What are their future strategies? How disruptive will they be?
4. What are the strategies, processes, and technologies used to capture, manage, store, preserve, and deliver content?
5. What are the factors driving the automation and optimization of cloud-based content services?
6. How can vendors offer additional value and distinct competitive differentiation in a maturing market?
7. Which vendors demonstrate best practices in developing channel programs and strategy?

COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of several providers in the European managed print and content services market, including:

Brother, Canon, Cortado/ThinPrint, Eci, directprint.io
HP Inc., Konica Minolta, Kyocera Document Solutions, Lexmark, Levi Ray & Shoup, MPS Monitor, NT-ware, Optimidoc, PaperCut, Pharos,

Printerlogic (Vasion), Ricoh/DocuWare, Ringdale, Seiko Epson, Sharp, Chamberlain Group (MyQ), Toshiba, Tungsten Automation Xerox, and Y Soft.