
Digital Peripherals Solutions Consulting Service

Meet the Team

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Today's office peripherals industry continues to evolve, as solutions are being developed to meet the needs of the market. In fact, the market is poised for significant growth over the next few years. Increased demand for performance-enhancing document technologies in hardware and software presents new opportunities for vendors in these markets. You will need to extend beyond your traditional hardware business models to provide new services and solutions.

To help you prosper in this environment, InfoTrends offers two consulting services that span nearly three quarters of the world office peripherals market: **Digital Peripherals Solutions – U.S. and Digital Peripherals Solutions – Europe.**

These personal consulting services offer executives, senior managers, and product and marketing managers the information and advice that is necessary to outpace the competition and thrive in this dynamic marketplace. These services provide:

- Year-round support for your marketing, product planning, product development, and strategic development decisions
- Continuous information flow with daily, weekly, monthly, quarterly, and annual deliverables
- Unlimited inquiry access to experienced staff
- Online access to published deliverables 24 hours a day
- Access to regularly scheduled Webcasts that discuss industry trends and developments

The **Digital Peripherals Solutions Consulting Service** offers a hierarchy of powerful knowledge tools, from syndicated market information to customized, proprietary consulting. Our consultants help you grow your business by providing knowledge that is geared to your specific challenges and goals.

Deliverable Topics Include:

- U.S. and European Equipment Forecasts for the Copier, Printer, Fax, and Digital Duplicator Markets
- U.S. and European Service and Supplies Forecasts
- U.S. and European Dealer Channel Surveys
- European Future of the Office Document Report
- U.S. and European Color in the Office Surveys
- HP Edgeline End User Analysis

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The Digital Peripherals Solutions Group recognizes that every company has different needs and budgets as a result of the strategic issues that are involved in the hard copy supplies marketplace. We offer different solutions to fit every company's specific needs. Examples of the ways in which the Digital Peripherals Solutions Group can help include:

Custom Consulting: You have unique issues and opportunities that require customized, in-depth research, analysis, and advice. Engage InfoTrends' team to help define your issues, design and implement an effective research process, and provide objective analysis and recommendations in a timely manner.

Multi-Client Studies: InfoTrends conducts comprehensive primary research studies focused on major industry trends and topics. Multiple companies fund, influence, and receive the research results, enabling them to obtain business critical information at a reduced price. Recent studies include:

- Is the Workgroup Copier Business Model at Risk? the A4 vs. A3 Tipping Point
- Delivering Scanning Technologies to the Corporate Market: A Study of the Channels Serving the Business Market
- Colour in the Office: A European Perspective
- Universal Office Copiers/Printers: Worldwide Market Opportunities and Product Requirements

Advisory Services: InfoTrends provides ongoing advisory programs that foster industry growth, optimize business processes, improve market and product positioning, and help increase profitability. These services are highly customized to ensure that they meet our clients' business needs. Services focused on the office document solutions industry include:

- Digital Peripherals Solutions Consulting Service U.S.
- Digital Peripherals Solutions Consulting Service Europe
- Network Document Solutions Consulting Service U.S.
- Network Document Solutions Consulting Service Europe

Reports: Choose from a wide selection of forecasts, research reports, strategic analysis, and news related to key industry trends and developments. Recent reports include:

- *Future of the Document in the Workgroup Environment*
- *Organizations Are Ready to Tackle Document Output Costs in the Office*
- *Channel Trends Study*
- *U.S. Dealer Channel Study*
- *U.S. Buying Habits in the Retail Channel*
- *Western European Service & Maintenance Solutions: Workgroup Copiers/Printers*

Getting Started: Work with an InfoTrends representative to define your requirements and develop a program that addresses your specific business issues. Contact a representative today.



InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses.

Additional information about InfoTrends is available on the Web at www.infotrends.com.