



Hardcopy Peripherals: Overview

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Hardcopy Peripherals: Overview* service offers forecasts, market shares, and analysis of the hardcopy peripherals hardware market. Data and analysis include both U.S. and worldwide views of the printer, copier, and multifunction peripheral (MFP) markets. This service provides hardcopy vendors with a comprehensive, integrated view of the total marketplace and identifies trends and opportunities. In conjunction with IDC's other hardcopy services, this service highlights the strategic and tactical information necessary to develop, market, and position total document output solutions. Complementary services include *Hardcopy Peripherals: User and Channel Data*, *Hardcopy Peripherals: Software and Services*, *Hardcopy Peripherals: Production and Large Format Markets*, and *United States Hardcopy Device Usage Trends*.

Markets and Subjects Analyzed

- Printers, MFP, and copier market sizing by technology and speed
- Total hardcopy peripheral market opportunity
- A3/A4 MFP market
- Quarterly earnings analysis of major hardcopy vendors

Core Research

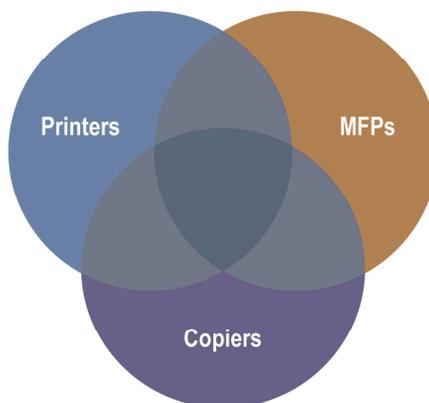
- U.S. Printer, MFP, and Copier Market Shares
- U.S. and Worldwide Hardcopy Peripheral Forecast and Analysis
- U.S. and Worldwide Printer Forecast and Analysis
- U.S. and Worldwide Copier Forecast and Analysis
- U.S. and Worldwide MFP Forecast and Analysis
- U.S. Printer and MFP Forecast Updates
- Top 10 Predictions
- "Mining the Tracker" series

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: [Hardcopy Peripherals: Overview](#).

Key Questions Answered

1. How are hardcopy peripheral market opportunities changing?
2. How are A4 MFPs affecting the market opportunity, and who is succeeding with A4 configurations?
3. What should hardcopy peripheral vendors do to better compete in this changing market?
4. What do vendors' quarterly earnings comments reveal about the state of the current and future market?
5. How do the U.S. and worldwide forecasts for printers, MFPs, and copiers compare, and where are the opportunities?

Hardcopy Peripherals: Overview Coverage



Companies Analyzed

IDC's *Hardcopy Peripherals: Overview* service analyzes the product strategies, competitive positioning, financial viability, and overall strategic direction of major providers in the copier, printer, and MFP markets. Examples of companies tracked include:

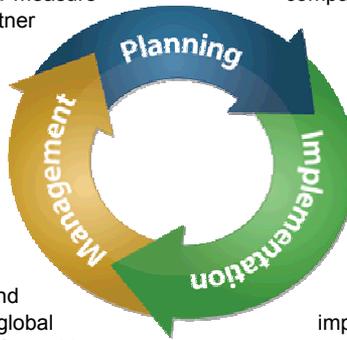
Brother, Canon, Dell, Epson, HP, Infoprint, Kodak, Konica Minolta, Kyocera Mita, Lexmark, Oki, Ricoh, Riso Kagaku, Samsung, Sharp, Toshiba, and Xerox.

Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results.

Consulting: Target growth opportunities, develop strategies for a flexible service model, enabling us to meet the needs of emerging markets and technologies, assess and measure custom market segments, drive global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global and local market analysts. Tailored offerings such as ExpertROI® use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

Go-to-Market Services: Engage prospects through high-value IDC-branded assets and intelligently architected campaigns. This global marketing and editorial expertise center within IDC provides



companies large and small. Deliverables range from a single call-to-action incentive to a series of IDC and/or cobranded programs designed to strengthen multitouch, global media campaigns.

Events: Network with industry colleagues and gain practical and strategic insights from groundbreaking research presented by IDC and industry experts. IDC events bring together technology buyers looking for the latest best practice research and sellers offering insights into how decision makers can use technology to gain competitive advantage and improve business value.

Unparalleled Coverage of End-User Requirements Across Vertical Industries

Whether you are a technology buyer or provider, IDC Insights' research translates today's global end-user requirements and trends into business opportunities for your organization. With dedicated businesses targeting energy, financial services, government, healthcare, manufacturing, and retail, IDC provides unmatched integration of global technology and vertical industry expertise to deliver industry-specific customer intelligence that gives clients a powerful business advantage.

Connect and engage with a global network of business and IT professionals in the first-of-its-kind end-user community at <http://idc-insights-community.com>.



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