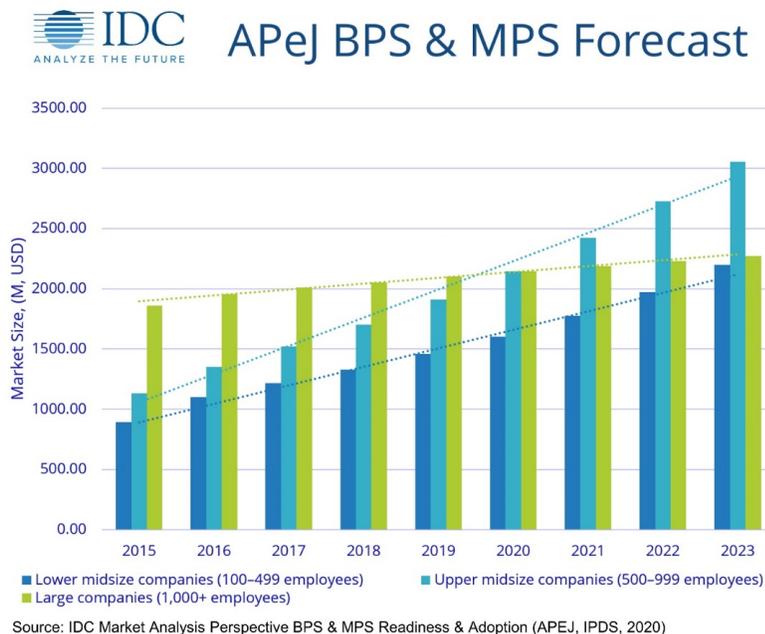


## IDC Predicts 8.2% Growth for Asia/Pacific\* Basic and Managed Print Services Through 2023

SINGAPORE, March 31, 2020 – According to IDC's Market Analysis Perspective, Basic Print Services (BPS) and Managed Print Services (MPS) are poised to continue growing at a combined rate of 8.2% through to 2023 across Asia Pacific excluding Japan (APEJ). IDC predicts this growth despite BPS and MPS being highly mature in key regions such as North America and Western Europe and APEJ countries of varying levels of digital technology adoption; positioning APEJ as a vital region for technology vendors looking for growth opportunities.

Figure 1



"Despite the maturity of contractual print services in North America and Western Europe, APEJ still presents growth opportunities for BPS and MPS. Countries within the region are at differing levels of digital maturity and vendors should capitalize on this by offering a differentiated strategy for each

region that address business needs for every stage of digital development," says [Kenneth Tham](#), Senior Market Analyst for Imaging, Print and Document Solutions at IDC Asia/Pacific.

For more information on complete Market Analysis Perspective document BPS & MPS Readiness & Adoption (APEJ, IPDS, 2020), please contact Kenneth Tham at [ktham@idc.com](mailto:ktham@idc.com). For media inquiries, please contact Tessa Rago at [trago@idc.com](mailto:trago@idc.com) or Alvin Afuang at [aafuang@idc.com](mailto:aafuang@idc.com).

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#### About IDC

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