



# TRUSTWORTHY KNOWLEDGE - DEPENDABLE OUTCOMES

*We want you to have the most dependable data, market intelligence and advisory services to be able to make decisions with confidence that inform relevant and reliable business outcomes.*

**MAKE INFORMED  
DECISIONS**

**In business, the unknown is the number one risk.**  
With an extensive worldwide database monitoring hardware and software demand, Infosource is the only analyst firm that provides deep insights into business automation market trends and disruptors on a global and regional basis. Infosource provides market understanding that reduces your risk and empowers your business.



**1**  
UNIQUE  
METHODOLOGY



**5**  
CONTINENTS,  
THE GLOBAL  
LEADER



**13**  
INDUSTRIES



**+30**  
YEARS OF  
RECOGNISED MARKET-  
LEADING DATA



**+1 600**  
ANNUAL  
INTERVIEWS



**+7 500**  
HARDWARE MODELS  
ACTIVELY SURVEYED



**+32 000**  
HARDWARE MODEL  
DATA AVAILABLE



## CAPTURE SOFTWARE

The Capture Software division provides specialist advisory services around the growing market for solutions to convert unstructured input into actionable information. This includes coverage of technologies in the areas of optical character recognition (OCR), natural language processing (NLP), machine-learning (ML), Robotic Process Automation (RPA), and more. The services include:

- ▶ Strategic and tactical marketing advice
- ▶ Input on software development management
- ▶ Operations and planning systems analysis
- ▶ Programme and product management direction
- ▶ Global and regional market analysis and predictions
- ▶ Vertical market assessment
- ▶ Vendor capability analysis
- ▶ Analysis of emerging technologies and business opportunities
- ▶ Inquiries and strategy workshops



## DOCUMENT IMAGING REPORT

Be knowledgeable with the digital publication that keeps you informed of the latest news, trends, and industry opinions.

- ▶ News
- ▶ Trends
- ▶ Blogs
- ▶ Press Releases
- ▶ Features
- ▶ Opinions
- ▶ Analyst Views



## SUPERIOR INTELLIGENCE

We empower you to plan, implement, monitor and improve.

- ▶ Gain operational clarity
- ▶ Identify threats & opportunities
- ▶ Develop market-aligned strategies
- ▶ Design effective tactics
- ▶ Inform fact-based market interpretations
- ▶ Stimulate accurate investment decisions



## HARDWARE

We accumulate the data at point of sale – not the supply chain – to give you exceptionally accurate information you can rely on, to inform market strategies that eliminate uncertainty.

- ▶ 10 Years of model-level historical data
- ▶ ISDB7 presents visual customisable dashboards and pivots tables
- ▶ Compare data sets within seconds
- ▶ Strategic and tactical marketing
- ▶ Key market trends and competitive analysis



## CAPTURE CONFERENCE

Infosource brings you Capture Conference, the exclusive annual US and European event for select audiences. **It is the only conference that unites industry leaders in hardware, software and services to identify and understand trends and determine future strategies.**

- ▶ Understand trending sector influences
- ▶ Know and plan for market variables
- ▶ Identify opportunities
- ▶ Inform executives
- ▶ Develop relevant market messaging
- ▶ Plan market segments
- ▶ Deploy performance-orientated programmes

**infosource**  
INFORMATION THAT EMPOWERS

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