



INKJET PRINTERS AND MFPS

Executives, strategists and product managers gain actionable insights from accurate data for strategies that perform.

Without the ability to monitor the success of product categories and get fast and accurate market insights, you lose the ability to create strategies that perform.

Now you can access the industry's leading information on Inkjet Printers and MFPs to help optimise your potential revenues and growth.

LEARN:

- ▶ Market size development and potential
- ▶ Relative competitor market strengths and weaknesses
- ▶ Production capacity loads and investments

PERFORM:

- ▶ Realistic sales targets
- ▶ Promotional results
- ▶ New product development requirements

THE GLOBAL PRINT MARKET DATA LEADER

Our reports and services are based on extensive field research at point of sale for each industry in most countries in Europe, Africa, Middle East and Asia.



ACCURATE
No estimates,
data is not supply
chain-based



EXTENSIVE
More than 1 600
face-to-face
interviews



KNOWLEDGEABLE
Local researchers and
regional knowledge



THOROUGH
Interview most minor
and every major player
in each country



EXPERIENCED
Over 30 years delivering
dependable intelligence



INCLUSIVE
Methodology excludes
no segment or distribution
channel



RECOGNISED
Acknowledged by industry for
uniquely detailed accuracy



ACCESSIBLE
Our ISDB 7 contains 10 years of model-level
historical data, visually customisable dashboards,
allowing you to compare data sets in seconds







COMPETITIVE
Gain the most accurate,
most timely and therefore
unparalleled market insights

INKJET PRINTER AND MFP INTELLIGENCE

Supplement formal reports with precise data from predetermined or custom queries. View results in the dashboard or export to PDF or spreadsheet. Enjoy the visual ease of ISDB 7, our most powerful and customisable digital interface to date.





- ▶ Comprehensive data across A3 and A4 inkjet
- ▶ Sheetfed or platen-based
- ▶ Single or multifunctional
- ▶ Business inkjet included whereby data can be filtered and shown separately
- ▶ Tank refill category: CISS – Continuous Ink Supply System category (ink tank devices)
- ▶ With placement information by brand, manufacturer and model
- ▶ Revenues by brand and manufacturer
- ▶ Equipment categories in standard groupings or client-defined speed bands
- ▶ View further segmentations by equipment features
 - Output size
 - Functionality
 - Personal, office or production categories
 - By output speed or list price ranges

RELEASED TO ALIGN WITH YOUR ACTIVITIES

FEBRUARY	MAY
 Previous year's full year, second half-year and fourth quarter data, plus current year's first half-year sales projection.	 First quarter data.
AUGUST	NOVEMBER
 Current first half year data, plus current year's second half-year sales projection. Publication of an analyst article covering the first half year's Inkjet markets in Western and Eastern.	 Third quarter and year-to-date (January to September) data.

MARKET INTELLIGENCE IN 4 STEPS

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