



# MULTIFUNCTIONAL PRODUCTS

*Continuously improve agile, adaptable strategies based on accurate data for reliable insights.*

Irregular market analyses result in unreliable performance and unpredictable results.

Delve into the industry's definitive Multifunctional Products study so you can plan, implement and monitor results-driven strategies.

## 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, the Americas, and Asia-Pacific.



**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

## PRODUCTION DEVICES 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.





- ▶ Data for inkjet and laser
- ▶ Sheet-fed and platen-based products
- ▶ With at least two of: print, copy or fax
- ▶ In A3 or A4
- ▶ Tank refill category (ink tank and toner)
- ▶ With actual unit sales with market value estimates, by country speed bands
- ▶ Placement information by brand, manufacturer and model
- ▶ Revenues by brand and manufacturer
- ▶ Equipment categories in standard groupings or client-defined
- ▶ View further segmentations by equipment features
  - ➔ Scan capabilities
  - ➔ Simplex or duplex print
  - ➔ Network capabilities
  - ➔ Imaging type
  - ➔ Output size
  - ➔ Output speed or list price ranges

## RELEASED TO ALIGN WITH YOUR ACTIVITIES

FEBRUARY	MARCH	MAY	AUGUST
 Last year's full year, second half-year and fourth quarter data, plus current year's first half-year sales projection.	 Publication of the Copier/MFP Digest with last year's full-year market data and analyst evaluation commentary.	 First quarter data.  Previous year's 5-year long-range forecast updated.	 Current first half-year and second quarter data, plus current year's second half-year sales projection.
SEPTEMBER	OCTOBER	NOVEMBER	
 Publication of the Copier/MFP Digest with current half-year market data and analyst evaluation commentary.	 5-year long-range forecast.	 Third quarter and year-to-date (January to September) data.	

## MARKET INTELLIGENCE IN 4 STEPS

Call us in Switzerland or the USA at the numbers below or simply:

- 1  Go to our website [www.info-source.com](http://www.info-source.com)
- 2  Enter your email to **Speak to an Expert**
- 3  Hit send
- 4  One of our analysts will reach out to you

Or you can explore your options on our website for quarterly market data, advisory services, analyst views, reports, outlooks, and industry content from Document Imaging Report.

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