

Industry Score Cards by Vertical Market

完成のご案内

各パーティカル別 エンドユーザ(企業)調査 - 勝者となるベンダーの評価とは？

ハードウェアベンダーは、パーティカルに特化した製品・ソリューション・サービスの構築に注力していますが、同時に「その産業の顧客から支持・信頼されるブランドを構築すること」が大きな挑戦となっています。

当社では「ヘルスケア、金融サービス、教育(K-12/Higher Ed)、法律、製造業」というペーパーインテンシブ産業において、(a)顧客の選択基準の優先順位を把握し、(b)リーダー企業がどのように基準を満たしているのかを確認する、スコアリング調査を行います。



パーティカル別 ベンダー評価：エンドユーザ(企業)からのスコアカード調査

ヘルスケア、金融サービス、教育(K-12/Higher Ed)、法律、製造業

- エンドユーザ(企業)の選択基準、優先順位を確認する
- 各パーティカルにおける、リーダー企業は、どのように顧客の主要基準を満たしているか？

※ 各ベンダーへの評価 N 数は、均一ではなく市場シェアに沿ったサンプル数となります。(主要ブランド 5 社程度を想定)

※ 必然的に、各パーティカル別で、リーダー企業の N 数が多くなります。

■ 調査概要

1. エンドユーザ(企業)のパーティカル、企業プロフィールを確認
2. 企業が「ディーラー選定において重視する内容(軸・重要度)」を確認
3. 自社のメインベンダーに関して、上記 2 の項目を 10 段階で評価
4. 各ベンダーにインタビュー

■ 調査方法

- WEB 調査 764 件
 - Financial 154、Education 158、Healthcare 159、Manufacturing 140、Retail 153
- スコアカードの 7 分野に関するベンダーインタビュー 5-8 件



■ 調査を予定している 7 分野

- Hardware
- Software and Integration
- Service, Support, and Security
- Brand
- Sales Experience
- Overall Price
- Other f Actors

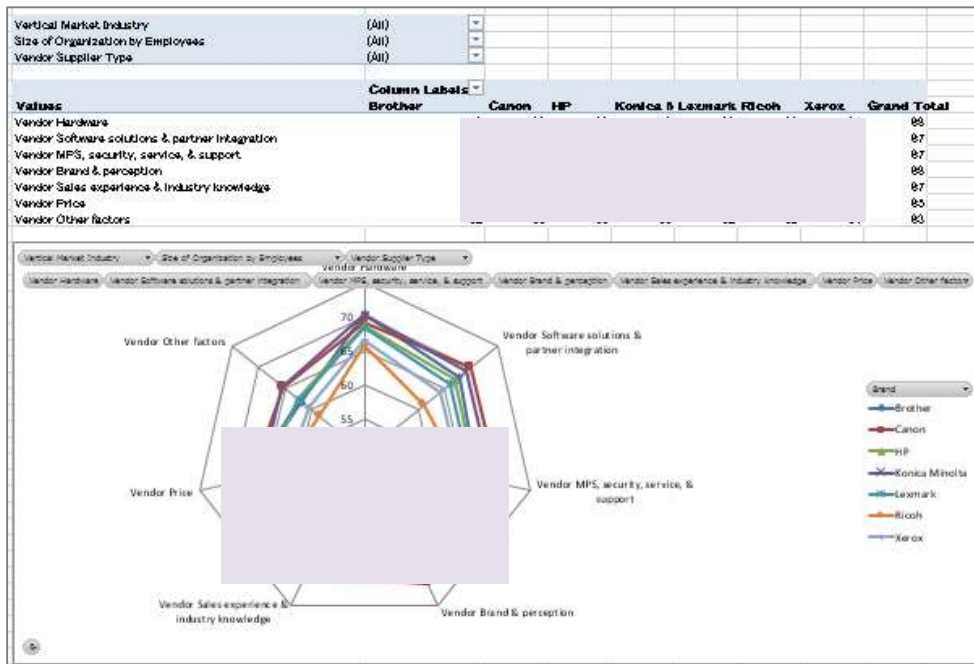
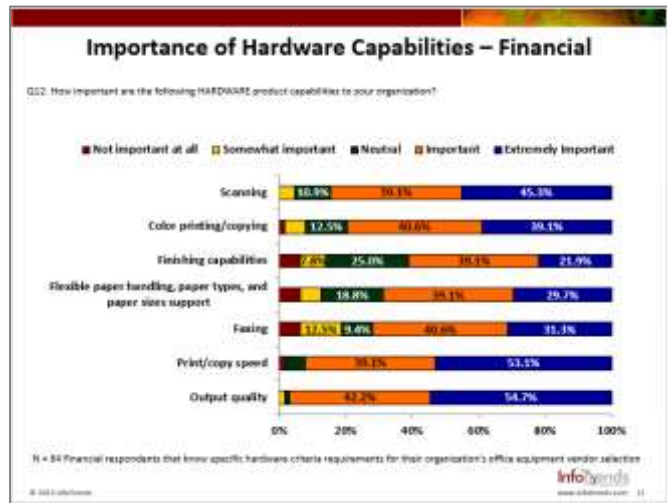
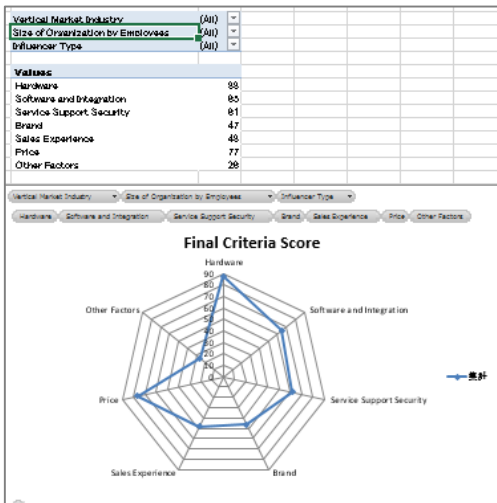
■ 調査対象国

- 米国



■ 納品物：(詳細は英語版企画書をご確認ください)

- Research Report & Presentation
- Vendor Ranking by Vertical Market
- Manuf Acturer Vertical Market Solutions & Services)



■ 担当アナリスト

- RANDY DAZO <http://www.infotrends.com/public/Content/Bios/rdazo.html>

Randy Dazo is Senior Director of InfoTrends' Network Document Solutions (NDS), Dynamic Content Software Strategies (DSS), Professional & Managed Print Services (PMPS), and Image Scanning Trends services (IST). With over two decades of experience, Mr. Dazo leads InfoTrends' continuous information service practice in this area on a global basis. Prior to joining InfoTrends, Mr. Dazo was Senior Manager, Output Solutions for Ricoh Corporation. In this capacity he was responsible for establishing channel requirements and go to market strategies creating leading-edge solutions for the market. Earlier in his career, he held senior sales and marketing positions at Sharp, Net2Phone, Minolta, and Canon.



■ 調査レポート完成 2014年12月末(予定)

■ 価格 \$22,995

調査レポート PPT チャート集 目次

- Objectives, Methodology & Demographics
- Objectives
- What are these Vertical Markets looking for from a vendor?
- Understand Requirements & Criteria by...
- Vertical Market Mapping Against 7 Core Criteria Areas
- Industry
- Role
- Company Size
- Primary Copier/Printer Brand
- Number of Primary Brand Copiers/Printers
- Primary Copier/Printer Supplier
- Secondary Copier/Printer Brand
- Number of Secondary Brand Copiers/Printers
- Secondary Copier/Printer Supplier
- Role in the Purchase of Hardware, Software and Services
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- Influence of Title in Decision Making Process
- Criteria Survey Results
- Importance of Hardware Capabilities – Financial
- Importance of Hardware Capabilities – Education
- Importance of Hardware Capabilities – Healthcare
- Importance of Hardware Capabilities – Manufacturing
- Importance of Hardware Capabilities – Retail
- Importance of Additional Hardware Capabilities – Financial
- Importance of Additional Hardware Capabilities – Education
- Importance of Additional Hardware Capabilities – Healthcare
- Importance of Additional Hardware Capabilities – Manufacturing
- Importance of Additional Hardware Capabilities – Retail
- Importance of Software Solutions – Financial
- Importance of Software Solutions – Education
- Importance of Software Solutions – Healthcare
- Importance of Software Solutions – Manufacturing
- Importance of Software Solutions – Retail
- Importance Additional of Software Solutions – Financial
- Importance Additional of Software Solutions – Education
- Importance Additional of Software Solutions – Healthcare
- Importance Additional of Software Solutions – Manufacturing
- Importance Additional of Software Solutions – Retail
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- Importance of Security, Service and Support – Education
- Importance of Security, Service and Support – Healthcare
- Importance of Security, Service and Support – Manufacturing
- Importance of Security, Service and Support – Retail
- Importance of Additional Security, Service and Support – Financial
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- Importance of Additional Security, Service and Support – Healthcare

- Importance of Additional Security, Service and Support – Manufacturing
- Importance of Additional Security, Service and Support – Retail
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- Importance of Managed Services – Healthcare
- Importance of Managed Services – Manufacturing
- Importance of Managed Services – Retail
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- Importance of Brand & Perception – Retail
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- Importance of Sales Experience/Industry Knowledge – Healthcare
- Importance of Sales Experience/Industry Knowledge – Manufacturing
- Importance of Sales Experience/Industry Knowledge – Retail
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- Importance of Price – Healthcare
- Importance of Price – Manufacturing
- Importance of Price – Retail
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- Final Criteria Score – Education
- Final Criteria Score – Education
- Final Criteria Score – Manufacturing
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- Final Criteria Score – Financial by Company Size
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- Final Criteria Score – Financial
- Final Criteria Score – Financial
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- Final Criteria Score – Retail
- Final Criteria Score – Retail
- Final Criteria Score – Retail
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- Final Criteria Score – Retail
- Final Criteria Score – Retail
- Vendors Not Considered
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- Importance of Cloud/Content Solutions – Education
- Importance of Cloud/Content Solutions – Healthcare
- Importance of Cloud/Content Solutions – Manufacturing
- Importance of Cloud/Content Solutions – Retail
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- Importance of Mobile Workflow Solutions – Education
- Importance of Mobile Workflow Solutions – Healthcare
- Importance of Mobile Workflow Solutions – Manufacturing
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- Importance of Managed Services Solutions – Retail
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- Investment Considerations – Manufacturing
- Investment Considerations – Retail
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- Vendors Implemented/Considering for Software Investments – Managed services solutions

株式会社 インフォトレンドズ: <http://www.infotrends.co.jp/corporate-profile/>

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