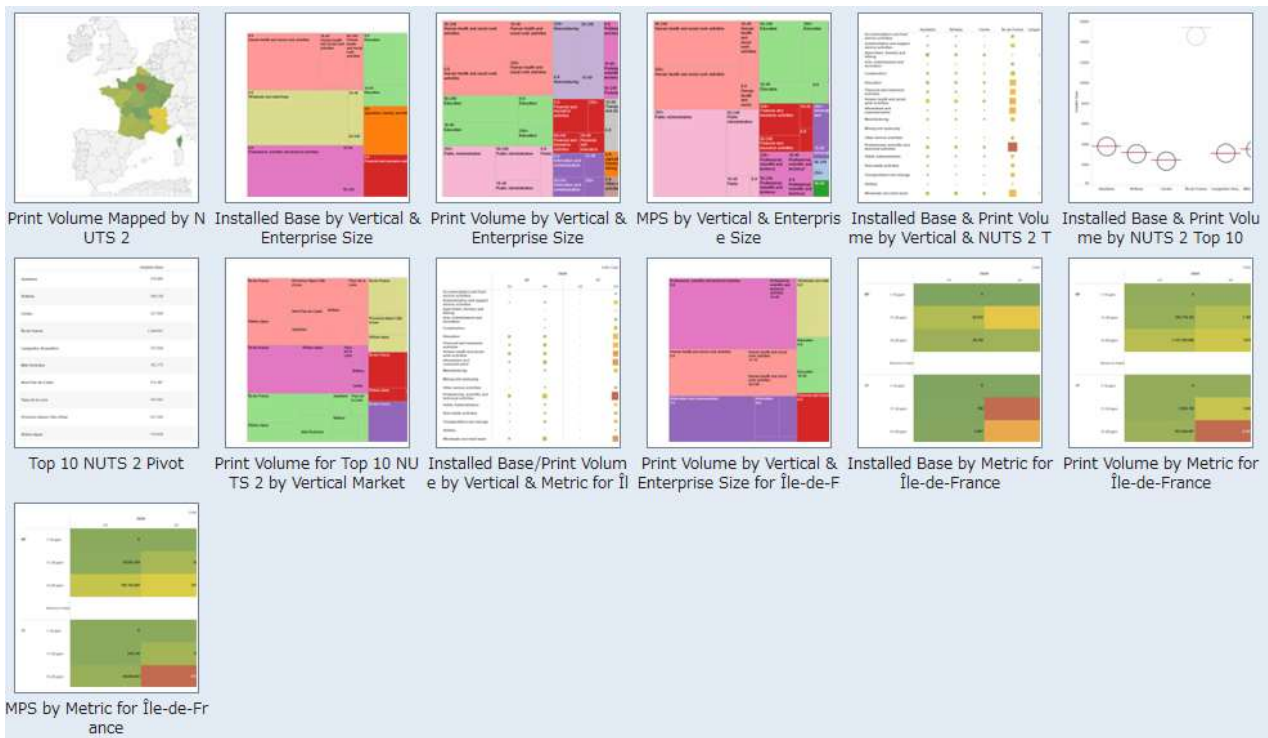
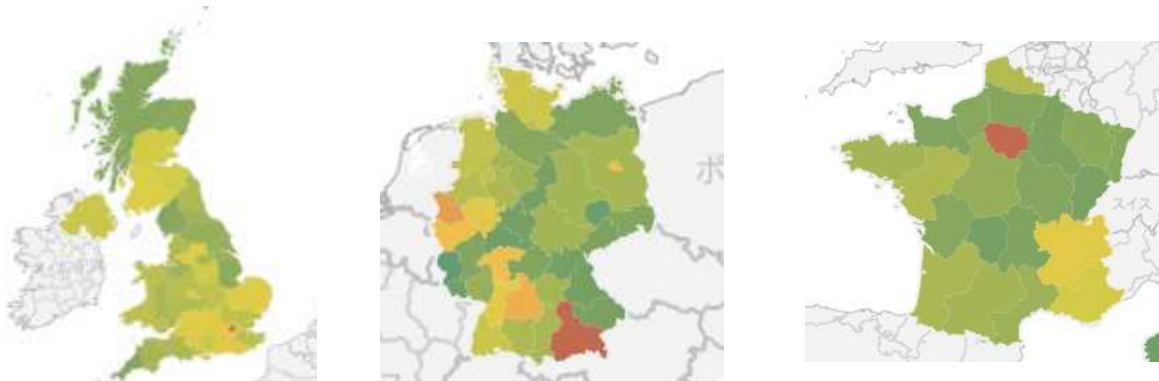


EU 3 Office Vertical Market Opportunity Analysis by NUTS 2 Level *Installed Base, Print Volume, and MPS Pages*

欧州Big3 オフィス市場： 地理的セグメント別 パーティカル市場でのPV獲得機会



Objectives:

- Validate which vertical markets, by establishment size, are driving page volume in France, Germany, and the U.K.
- Enable channel partners/direct sales organizations to have a more tactical view of the total print opportunity and pages under management (MPS)
- Enable better alignment of distribution capabilities within NUTS 2 statistical territories
- Develop vertical market print & services strategy at the local territory level
- Forecast installed base, print volume, and print captured by MPS by vertical industry, establishment size, and product category

■ 調査のセグメンテーション

- 調査内容: Installed Base、Print Volume、and MPS Print Volume
- 地理的セグメント: NUTS 2 statistical areas: total of 98 regions (22 in France, 39 in Germany, 37 in U.K.)
- バーティカル 19 市場
- 企業サイズ(従業員)別 4 セグメント
 - 1-9, 10-49, 50-249, 250+
- ハードウェアセグメント
 - シングルファンクション vs. MFP
 - A3 vs. A4
 - カラー vs. モノクロ
 - スピードセグメント(レーザー)
 - ◇ Personal: 1-10 ppm
 - ◇ Workgroup: 11-30 ppm
 - ◇ Workgroup: 31-44 ppm
 - ◇ Departmental: 45-69 ppm
 - ◇ Light production: 70-90 ppm (unmanned devices)
 - ◇ Business inkjet

1. Agriculture, forestry and fishing
2. Mining and quarrying
3. Manufacturing
4. Electricity, gas, steam and air conditioning supply
5. Water supply; sewerage, waste management and remediation activities
6. Construction
7. Wholesale and retail trade; repair of motor vehicles and motorcycles
8. Transportation and storage
9. Accommodation and food service activities
10. Information and communication
11. Financial and insurance activities
12. Real estate activities
13. Professional, scientific and technical activities
14. Administrative and support service activities
15. Public administration and defence; compulsory social security
16. Education
17. Human health and social work activities
18. Arts, entertainment and recreation
19. Other service activities

■ 調査方法

- インダストリー・データ・コンソーシアム
- Web 調査 3,000 件 (1,000 in Germany, 1,000 in France, and 1,000 in the UK)
 - print habits and the nature of their print environment
- 既存のインフォトレイズデータの活用

■ 納品物

- エグゼクティブサマリー分析レポート
- 調査結果データ (Tableau & Pivot エクセル) - 2013 年実績 推定 - IB, PV, MPS PV
- Big3 市場 市場予測 2013-2018
- プリントユーザ 調査結果

■ スケジュール: 2014 年 12 月 完成

■ 調査費用 : お問い合わせください

ご参考: 調査レポート プリントユーザ調査 UK, Germany, France - PPTチャート資料 目次
(本調査の目次は、英文TOCをご覧ください)

1. Office Vertical Market Opportunity by NUTS 2 (参考) United Kingdom
2. Age
3. Office Location
4. Company Size
5. Frequency of Printing at Work per Week
6. Number of Pages Printed at Work per Week
7. Industry
8. Job Title
9. IT Role
10. Printing Devices at Work
11. B&W Inkjet Devices at Work
12. Colour Inkjet Devices at Work

13. B&W Laser Devices at Work
14. Colour Laser Devices at Work
15. Pages Printed on Networked B&W SF Inkjet Printer
16. Pages Printed on Networked B&W MFP
17. Pages Printed on Non-networked B&W SF Inkjet Printer
18. Pages Printed on Non-networked B&W Inkjet MFP
19. Pages Printed on Networked Colour SF Inkjet Printer
20. Pages Printed on Networked Colour Inkjet MFP
21. Pages Printed on Non-networked Colour SF Inkjet Printer
22. Pages Printed on Non-networked Colour Inkjet MFP
23. Pages Printed on Networked B&W SF Laser Printer
24. Pages Printed on Networked B&W Laser MFP
25. Pages Printed on Non-networked B&W SF Laser Printer
26. Pages Printed on Non-networked B&W Laser MFP
27. Pages Printed on Networked Colour SF Laser Printer
28. Pages Printed on Networked Colour Laser MFP
29. Pages Printed on Non-networked Colour SF Laser Printer
30. Pages Printed on Non-networked Colour Laser MFP
31. Documents/Application Current Printed
32. Application Printed Most per Week
33. Applications Plan to Print in the Future
34. Overall Print Volume Growth Expectations
35. Change in Printing Over Last 2 Years
36. Expected Change in Printing Over Next 2 Years
37. Reasons for Reduced Print
38. Cost Reduction Initiatives Implemented to Reduce Print
39. Process Improvement Initiatives Implemented to Reduce Print
40. Work Habits that have Reduced Print
41. Main Reason for Reduced Print
42. Policies in Place to Reduce Print
43. Reasons for Increased Print
44. Documents that Increase Print Volume
45. Printing Trend Over Last 2 Years
46. Expected Printing Trend In Next 2 Years
47. Outside Company Providing MPS
48. Types of MPS Provided
49. Locations Covered by MPS Contract
50. Number of Brands Covered by MPS Contract
51. Devices Covered by MPS Contract
52. Vendor Providing MPS
53. First MPS Contract
54. Length of MPS Contract
55. Reason for Adding MPS Contract
56. Plans to Add/Renew MPS in Next 2 Years
57. Reasons for Considering MPS Contract
58. Reasons for not Considering MPS Contract
59. Genuine vs. Non-genuine Supplies (Means)
60. Tracking Print Costs
61. Policy to Increase Use of Higher-Volume Centralised Printers
62. Agreement with Statements Regarding Inkjet Printers
63. Agreement with Statements Regarding Inkjet Printers (Means)
64. Cloud-Based Service Usage
65. Plans to Use Cloud-Based Services in Next 2 Years
66. Devices Used for Business Purposes
67. Print from Mobile Device at Work
68. Reasons for Not Printing from Mobile Device at Work
69. Scan from Mobile Device at Work

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

米国のボストンに本社を置く InfoTrends 社の日本法人。デジタルイメージング市場、ドキュメントソリューション市場に特化した調査活動で高い評価を得ており、市場動向の分析レポートの企画販売、コンサルティングサービスを行っています。(担当:清水、水村): 03-5475-2663 Email: mail@infotrends.co.jp