

Managed Print Services, 2024

How MPS is supporting workplace transformation



Executive summary

In today's hybrid work environment, managed print services (MPS) remain a key enabler for driving efficiency, improving security, lowering environmental impact, and enhancing workflow automation. As organisations embrace AI, cloud technology and accelerate their digitisation initiatives, MPS suppliers must deepen their expertise in adjacent technology areas to support the broader transformation that MPS can deliver. This includes document workflow automation, AI-enabled analytics, and intelligent document processing (IDP), which can all improve business outcomes from traditional MPS engagements.

Quocirca's MPS 2024 study reveals that cybersecurity, AI, and cloud computing are top technology investments. With hybrid work now embedded into the workplace, there is a growing need for MPS suppliers to deliver effective workplace technology for hybrid work environments, ensuring security while not impacting user productivity. Meanwhile, organisations are planning technology refreshes to embrace AI-powered PCs. This is set to drive significant opportunities for MPS providers to offer more advanced services. Quocirca's research shows that 95% of companies plan to refresh their technology to embrace AI-enabled PCs in the next year, and 73% of those planning to refresh their PCs say they will also refresh their printer fleet at the same time.

While leading MPS providers already leverage AI for predictive maintenance and support, they can also use it to offer advanced analytics to improve device optimisation, identify opportunities for digitisation, and help secure devices and documents.

In terms of top drivers for MPS, lowering environmental impact (average score of 4.45 out of 5); improving security (average score of 4.22) and service quality (4.16) are top drivers). However, MPS is underperforming when it comes to rating the effectiveness of MPS for lowering environmental impact, receiving an average score of 3.9. Security also underperforms (3.98) and, notably, reduced cost (3.88).

Nevertheless, overall satisfaction rates with MPS providers are relatively positive. Overall, 48% of organisations are very satisfied and 44% quite satisfied with their MPS provider. Midmarket organisations are most satisfied (57%) and organisations in the US (52%). Just over a quarter (26%) say that they definitely plan to change provider at the end of their contract, with 39% saying that they will potentially change provider.

The commoditisation of MPS services is a growing challenge for providers. With the core services available across many suppliers, customers face an increasing number of options, leading to lower loyalty. As competition in the MPS sector intensifies, customers expect higher levels of service and support. Ultimately, MPS providers that fail to deliver exceptional customer experiences risk losing clients. Proactive support is key, with customers valuing this over reactive support. Also, with cybersecurity front of mind for many organisations, customers prioritise security and compliance. MPS providers with weak security measures or outdated compliance practices risk losing customers.

Quocirca's research also reveals that the top selection criteria for MPS providers are IT expertise (42%), cybersecurity expertise (33%), and workflow automation expertise (31%). To support digital transformation, customers are increasingly adopting new technologies. MPS providers that fail to adapt and offer relevant services may become obsolete. Equally, the rise of AI and automation is changing the MSP landscape. Providers that do not leverage these technologies to improve efficiency and service delivery may fall behind.

To mitigate these risks, MPS providers must build strong customer relationships, differentiate their services, and invest in emerging technologies. Additionally, they should prioritise cybersecurity and compliance to protect their clients' data.

This report highlights the findings from Quocirca's primary research study, conducted in July 2024 across 500 organisations with over 250 employees using MPS in the UK, France, Germany, and the US. The report also includes detailed profiles of the key MPS providers and their service offerings, as well as a vendor landscape of the market leaders and strong players.

Please note that this is an excerpt of the full MPS Vendor Landscape, which is available from www.quocirca.com.

Key findings

- **Cybersecurity, AI, and cloud computing are the top technology investments for the coming year.** Overall, 66% expect investment in cybersecurity to increase, rising to 70% among large organisations and 71% in the UK. This is followed closely by AI, where 64% overall plan to increase investment, rising to 70% in the midmarket, 70% in the professional services sector, and 75% in the UK. Cloud computing is in third place (56%). While less than half (48%) overall report that they will increase investment in their print infrastructure, this rises to 52% in the US and midmarket organisations. Overall, 48% of respondents expect that print and imaging infrastructure investments will increase in the coming 12 months.
- **This rise in hybrid work continues to impact print volumes.** While 76% report that print remains important to their business, on average, respondents estimate that print volumes are 55% of pre-pandemic levels, with variations by organisation size, sector, and region. However, there are some encouraging signs, with office print volumes expected to grow by an average of 4% in the coming year compared to 2023.
- **Hybrid work models create print management challenges around cost and security.** The top three challenges include reducing the environmental impact of printing (38%), cost control (38%), and security (36%). Notably, environmental impact has moved into joint first place with cost control from third place overall last year, reflecting growing concerns about reducing the environmental costs associated with a distributed print infrastructure. Security is by some margin the biggest challenge for midmarket organisations (46%), compared to 31% for SMBs and large enterprises.
- **Security, hardware refreshes, and workflow solutions are top print technology priorities.** Security (26%), hardware refreshes (23%), and workflow solutions (23%) are the top three print management priorities for the coming year. Implementing security solutions is the top priority in the UK (31%), midmarket (28%), and industrial sector (29%). A significant majority (79%) intend to upgrade their PCs to leverage AI capabilities within the next year. This is also set to spark a print technology refresh, with 73% planning to update their printer fleet alongside their PC technology refresh.
- **The majority are looking to standardise on a single MPS provider.** Most respondents (58%) are using a single MPS provider to manage a standardised fleet, with a further 27% having a multi-vendor fleet managed by a single MPS provider. Most (64%) of those with a multi-vendor fleet plan to standardise their fleet. The average number of print devices managed under an MPS is just under two thirds (64%). This rises to 69% for large organisations.
- **Online purchasing of home and office printers is widely prevalent.** Overall, 69% of organisations have purchased an office printer online in the past year, and 62% have bought a home printer, with 20% saying they plan to do so in the coming year. This is most widespread among mid-sized organisations (500–999 employees) that report they have purchased office (75%) and home printers (70%) online. Such printers risk not being included within existing MPS solutions, which can lead to security implications, data breaches, and financial and reputational costs.
- **Just under half of organisations are very satisfied with their MPS provider.** Overall, 48% of respondents state that they are very satisfied with their existing MPS provider, with a further 44% saying they are quite satisfied. Over a quarter (26%) state that they will definitely be changing provider at the end of their contract. This rises to 29% in the US and 30% in mid-sized organisations. Overall, a further 39% say that they will potentially change providers.
- **IT expertise is the top selection criterion for an MPS provider.** IT (42%), cybersecurity (33%), and workflow automation expertise (31%) are the top three selection criteria for MPS providers. IT expertise rises to 44% in Germany, 48% in mid-sized organisations, and 45% in professional services and finance. Cybersecurity expertise is most important to US organisations (36%) and SMBs (36%). Almost half (48%) of respondents state that they already use a single supplier to manage their IT and print environments. A further 43% state that they are open to such an approach.
- **The MPS market continues to shift towards workplace transformation.** Leading MPS vendors that offer data-driven approaches to enable organisations to enhance security and lower their environmental footprint through integrated print and capture platforms are best positioned to support their customers' workplace transformation journey. This report includes an analysis of the leading and major players in the market.

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Quocirca MPS vendor assessment

Quocirca's vendor assessment is based on a range of criteria that determine an overall score for market presence and completeness of offering. Each score is based on a scale of 1 to 5, where 1 is weak and 5 is very strong. This evaluation of the MPS market is intended as a starting point only. Please note that Quocirca's scoring is based on an unweighted model, although prospective buyers may wish to weight the scores to meet their own specific needs.

Strategy criteria

- **Enterprise customers.** The strength of the vendor's global enterprise customer base.
- **Vision and strategy.** The comprehensiveness of the vendor's MPS strategy, the quality of its overall value proposition, and its evolutionary vision for MPS.
- **Maturity of offerings.** How long the vendor has been active in the market and how developed its offerings are.
- **Geographic reach.** A vendor's geographical reach, via either direct engagement or partners or channels.
- **Market credibility.** The effectiveness of the vendor's initiatives to promote its brand, increase awareness of its service offering, and influence market development. This also includes the clarity, differentiation, and internal/external consistency of the vendor's market messages.
- **Alliances and partnerships.** The strength of the vendor's partner and alliance network.
- **Investment and dedicated resources.** The vendor's investment in its MPS portfolio and resources and innovation that will add improvements in approach, processes, or service offerings.

Completeness of offering criteria

- **Modularity of services.** The flexibility and scalability of the service portfolio to provide a customised offering.
- **Breadth and depth of service offering.** The range of services available, including complementary ones such as business process and IT services.
- **Help-desk capabilities.** Centralised help-desk capabilities and integration, remote diagnostics, and support.
- **Production printing.** Central reprographics department (CRD) or print-room services to support high-volume printing requirements.
- **Multi-vendor support and maintenance.** The vendor's ability to service and support third-party products.
- **Reporting.** The breadth and depth of capabilities to provide analytics and reporting.
- **Workflow automation.** Capabilities and expertise for business process automation – both software solutions and business process services. This includes solutions to support document capture, routing, and integration with enterprise content management (ECM) systems.
- **Industry solutions.** Ability to offer industry software solutions in key vertical markets and industry alignment of the sales force.

Figure 1 represents Quocirca’s view of the competitive landscape for MPS vendors. Please see the Methodology section for details on vendor inclusion and exclusion criteria.

- **Market leaders.** Vendors that lead the market in both strategic vision and depth of service offering. Leaders have made significant investments in their service portfolio and infrastructure and are supported by strong delivery capabilities.
- **Major players.** Vendors that have established, proven offerings and are continuing to develop their solutions service portfolio. These vendors tend to be primarily channel-centric in their go-to-market approach.

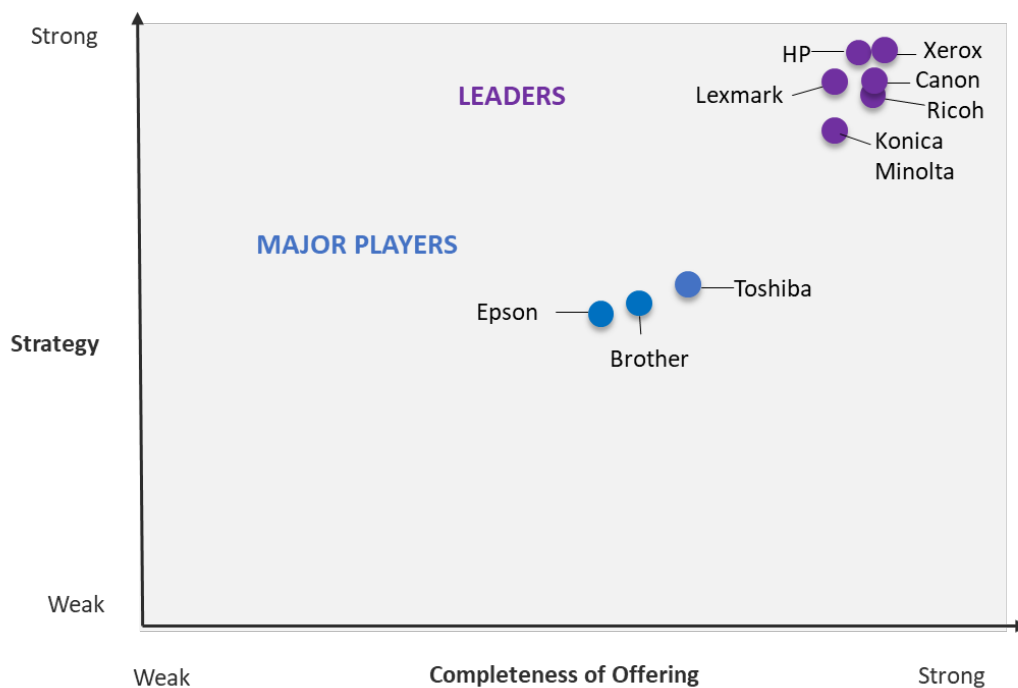


Figure 1. Quocirca MPS Vendor Landscape, 2024

The Quocirca Vendor Landscape is a graphical representation of Quocirca’s opinion of the market and based on Quocirca’s scorecard methodology. This information is provided as a visual representation only and should be combined with other sources to determine the suitability of any vendor. Quocirca does not endorse any vendor, product, or service. Information is based on the best available resources, and opinions reflect judgment at the time. All opinions are subject to change.

Vendor profile: Xerox

Quocirca opinion

Xerox has maintained its leadership position in Quocirca's 2024 assessment of the MPS market. In early 2024, Xerox announced its renewed focus on driving growth through digital services as part of its Reinvention strategy. Over the past year Xerox has continued to expand and enhance its digital services offerings, which are a key component of its MPS portfolio. The company continues to offer the one of the most comprehensive MPS offerings across office and production print, built on a strong foundation of advanced analytics, robust security, workflow automation, and environmental solutions.

Notably, Xerox is one of the few vendors heavily investing in artificial intelligence AI across both its operations and service offerings. AI forms the backbone of its advanced analytics services and its mature predictive service capabilities. As part of its broader automation services, the Xerox Intelligent Document Processing (IDP) capabilities, powered by AI, are now a key component of its MPS offering, reflecting the company's strategy of shifting towards digital services.

Xerox also continues to enhance its sustainability offerings, encompassing a broad range of products and services, including energy efficiency devices and carbon offset and reforestation services. Its new Verified Carbon Neutrality service, with ISO 14068 certification, is particularly noteworthy. This service integrates a device lifecycle carbon footprint assessment into MPS Advanced Analytics and recommends carbon reduction plans and carbon offsets to neutralise emissions, aligned with industry standards.

As part of its digital services growth strategy, Xerox has made significant investments in digital transformation solutions, which has enabled the company and its partners to capture additional revenue streams and support the delivery of more advanced digital services. The company continues to enhance its broad workflow automation portfolio, which includes Xerox Workflow Central. This SaaS cloud-hosted software multi-step automation platform can be used from any PC, mobile device, and Xerox MFP, and Xerox Capture and Content Services with IDP capabilities, which provides advanced multichannel (paper and digitally native) capture and processing and a range of vertically focused automation solutions.

Given the breadth and depth of its MPS offerings across both direct and indirect channels, Xerox recognises the need to simplify its offerings and is working to ensure that its advanced services are scaled and accessible to partners and businesses of all sizes. As the company continues to build its AI strategy, it is well positioned to continue leading the market where success will rely on transformational services around the complete document lifecycle.

Service offerings

Xerox MPS is supported by AI-driven analytics, scalable cloud technology, security solutions and services, workflow automation technologies, and AR-powered service delivery. The company continues to invest heavily in its Core MPS tool suite (Xerox Services Manager, Xerox Device Manager, Xerox Device Agent, Xerox Report Manager, and Xerox Services Portal) and innovate across its analytics, security, cloud, digitisation, and sustainability solutions.

Cloud fleet management

Xerox's ecosystem of global cloud fleet management, security print management, and productivity and analytics tools brings enterprise-grade solutions to channel partners and distributed workforces. Its multi-tenant, cloud-native MPS solutions can be deployed on-premise, in a private cloud, or in a multi-tenant public cloud.

Xerox's cloud-enabled MPS tool suite enables device management, proactive supplies management, remote and on-site device maintenance, and billing for a wide range of multi-vendor devices. It also includes authentication, fleet management, security, print management, cost control, and secure mobility workflows for the hybrid workplace.

Workplace Cloud Fleet Management optimises IT infrastructure, reducing on-premise footprint and IT effort. Workplace Cloud Print Management supports mobile and home workers, simplifying IT needs. Workflow Central, a cloud productivity solution, allows access to ConnectKey technology from any device, anywhere.

Advanced analytics

Xerox's MPS Advanced Analytics is its flagship dashboard for overall reporting. It provides clients with self-serve, always-on insight into the global printer fleet, users/documents, and security via a single interface. The platform is organised into specific modules, including Fleet Health, Asset Metrics, Operational Volume, User Analytics, Service History, Security, and Sustainability analytics. Major recent enhancements include the addition of Carbon Lifecycle Analytics.

Key analytics include:

- **Benchmark analytics.** This enables the client to compare its current performance to benchmark performance, identifying key influences on current performance, or set its own targets using the What-If feature to see the sustainability and productivity benefits of improving performance versus the current performance.
- **Security analytics.** A Device Security Dashboard is available with ConnectKey-enabled devices. This dashboard, accessible via the devices' Embedded Web Server, provides an overview of security capabilities and a quick summary of security settings and includes single-click navigation to security configuration pages. It simplifies IT management tasks and follows a recognisable organisation structure based on the National Institute of Standards and Technology (NIST)-recommended grouping of security features. Xerox also provides an MPS Security Event Monitoring Service, which continually monitors the printer fleet for event anomalies, displaying fleet status on a configurable security dashboard. To proactively assess, monitor, and report on print device security settings against a client-defined security standards baseline, Xerox Printer Security Audit Service (XPSAS) provides ongoing reporting to ensure compliance with device configurations.
- **Sustainability analytics.** These metrics measure an organisation's MPS impact on paper, water, carbon dioxide, energy, and Tree/Water, but also attempt to limit the environmental impact of these metrics by avoiding paper usage due to activities such as duplex and scanning usage. This data is provided at a location level to help identify areas for improvement and best practices. To support an organisation's Scope 3 Greenhouse gas (GHG) reporting, Xerox's Lifecycle Carbon Emissions Analytics provide clients with the carbon footprint related to device manufacturing, transport to installation site, usage, service, and end-of-life recycling.

Sustainability services

In addition to in-depth environmental assessments of the print environment and a range of environmental hardware features, Xerox offers additional services to help customers assess and reduce the environmental impact of their print environment:

- **Verified Carbon Neutrality Service.** In the second half of 2024, Xerox will expand its capabilities to deliver sustainability insight through analytics via its new Carbon Neutrality offering. By integrating a carbon footprint assessment into MPS Advanced Analytics, Xerox enables customers to measure lifecycle carbon emissions for their fleet of devices. The new dashboard will also highlight emission hot spots, enabling customers to track their carbon reduction plans against them and access carbon offsets to neutralise emissions, aligning with industry standards.
- **Xerox Reforestation & Carbon Offset Services.** This offsets the paper consumption impact during printing. Powered by PrintReleaf, they reforest an equivalent number of trees and retire carbon offsets equal to the CO2 emissions from paper manufacturing. This includes an automatic feed from Xerox Service Manager to the cloud PrintReleaf Portal, which offers a tree consumption calculation, choice of Reforestation or Carbon Offset project, tracking and reporting tools, and marketing and certification assets for sharing success.

- **Xerox Renewal Advisor tool.** This uses predictive analytics to determine whether an asset can be redeployed or removed, and its Rapid Assessment Tool optimises the number and type of devices in a customer account.

Security solutions and services

Security is a key tenet within Xerox MPS engagements. It delivers broad security assessments that encompass risk analysis, particularly within the mobile and virtual workplace, alongside ongoing optimisation of the print environment. Xerox MPS supports zero trust and provides end-to-end security and connectivity in the cloud. The company continues to focus on zero-trust architecture, invest in its infrastructure, and expand its core security capabilities across enterprise infrastructure, applications, and data. Its strategy now embraces the Cybersecurity Mesh Architecture, a collaborative approach integrating various tools and controls to secure a modern distributed enterprise.

In the past year, Xerox has added new security-focused features to its cloud fleet management solution to better meet the needs of enterprise and SMB clients and a distributed workforce, enhanced its Workplace Cloud and Suite Print Management Solutions to further secure documents and content across a distributed workforce, and added document-level protection to its Workplace Central platform.

Advanced security fleet management at a device level includes:

- **Device Security Center.** This is a snapshot of overall device health, relevant security bulletins focused on the active models in the fleet, and a set of assessments to make it easy to see adjustments needed on the fleet (firmware, password, security settings, device certificates).
- **Device Certificate Management.** This involves automation of the device certificate process, including removal of expired certificates and integrations with leading trusted certificate authorities (CAs). Multi-level security is now enabled with challenge password capability for use with Microsoft NDES integration CA certificates.
- **Security Event Monitoring.** This involves monitoring for security events to dramatically reduce the impact of security breaches. Enhanced monitoring and alerting on security events is provided through an integration with Trellix security logs.
- **SIEM Integration expansion.** This is timely threat event communication with market-leading security information and event management (SIEM) tools.

Workflow automation

Xerox's workflow automation portfolio includes a range of solutions, many of which leverage AI and machine learning, enabling users to automatically capture and validate information from any medium (paper or digital) and any source (whether scanned in or captured digitally) to feed important data directly into business processes.

Software and services include:

- **ConnectKey Apps.** Xerox has developed a range of ConnectKey Apps that leverage AI to enhance productivity, efficiency, and creativity. Xerox Translate and Print uses neural machine translation to understand and interpret documents, translating from one language to another. Xerox Auto Redaction uses AI to locate and hide chosen words, numbers, terms, or phrases within scanned documents. Xerox Summarizer uses AI technology to analyse long documents and then rewrite them with shorter text that conveys the most critical information from the original text. Most recently, Xerox launched Intelligent Filer, which uses AI to automatically categorise documents and extract data to ensure correct and consistent naming policies, helping to reduce time in archiving and retrieving files.
- **Xerox Workflow Central.** A SaaS cloud-hosted software platform hosted with Microsoft Azure. Integrated with ConnectKey, it enables users to access the platform via mobile, PC, ConnectKey MFP,

and any Xerox personal MFP. Customers subscribe to a company-wide subscription, with unlimited devices and users. Investments made to the platform in 2023 included a new security workflow using Document Rights Management (DRM) and two new productivity workflows.

- **DocuShare Go.** This is a SaaS cloud-hosted collaborative content services platform to enable customers to capture, store, share, and retrieve digitised paper-based content.
- **Robotic Process Automation (RPA).** RPA capabilities include automated, high-volume data processing and OCR accuracy to better classify and process extracted data. Xerox has developed new RPA bots and use cases to help automate processes across all industries and horizontal business functions, including finance, HR, marketing, and others.
- **Xerox Capture and Content Services with Intelligent Document Processing (IDP) capabilities.** Via the Xerox Capture & Content App, Organisations gain access to intelligent document processing capabilities as part of Xerox's digital Services to capture, transform, process, and feed data into their business processes. Features include document classification, similarity and matching, data extraction and recognition (including handwritten input), semantic analysis, and fraud detection, among several other applications. Clients can also leverage these capabilities via the Xerox Capture & Content App in their ConnectKey devices. Core capabilities include AI, OCR, ML, handwriting recognition, deep learning, and computer vision.

AI-enabled service and support

Xerox is leveraging AI and AR to improve its performance and ensure the availability of its technology to clients. Solutions include the CareAR remote assist/remote call resolution tool, which provides live visual guidance for remotely seeing and solving issues anywhere, helping achieve faster time to resolution, higher first-time fix rates, improved knowledge transfer among field engineers, enhanced service and downtime reduction, and improved customer experience. Powered by AI technology, the Xerox Quick Resolve App aggregates data related to service delivery, enabling providers to drive efficiency, improve parts inventory management, and reduce costs and environmental impact.

Managed IT services

Xerox IT Services is a broad and customisable suite of end-to-end IT services and solutions. From planning and hardware to security and disaster recovery, services cover a range of areas including:

- **Xerox Managed IT Services.** A fully managed solution for automation, help desk, proactive and reactive IT support, and security monitoring, including Help Desk Support, Dedicated Virtual CIO, Dedicated Network Admin, Remote Monitoring and Management, Backup and Recovery, and Xerox Robotic Process Automation Service.
- **IT Hardware and Software.** Xerox has agreements with leading IT manufacturers to provide best-of-breed solutions tailored to each customer's needs and budget requirements. Xerox also offers configuration, installation, and support services across all of its products.
- **Voice and Collaboration Services.** This provides an integrated communications strategy and architecture that enables secure voice, video, and data connectivity across a unified, intelligent network.
- **Managed Security Services.** Scalable services that include risk assessments, compliance assessment, infrastructure design, ongoing monitoring, management and support to proactively identify security issues, and proactive detection and resolution of behaviours that indicate a threat.

Strengths and opportunities

Strengths

- **Global service delivery.** Xerox's mature global service delivery platform is augmented with AI-enabled monitoring of print devices to enhance service performance. According to Xerox, 80% of incidents are resolved proactively, improving uptime and reducing help-desk calls.
- **Xerox Workplace Cloud Platform.** This multi-tenant platform delivers authentication, fleet management, fleet security, print management, cost control, and secure mobility workflows. For clients with unique data control needs, Xerox Workplace Suite can be privately hosted and features similar print management and mobility features.
- **Growing portfolio of AI-enabled solutions.** AI has been central to Xerox's solutions strategy for some time, and it offers a range of ConnectKey Apps, such as Intelligent Filer, Note Converter, and AutoRedact, designed to improve document productivity. Xerox also has extensive AI-driven capture and content capabilities through its IDP service.
- **Comprehensive security.** Xerox's comprehensive security approach safeguards data and devices from intrusions and unauthorised changes. In the past year, Xerox launched the Trust Center portal to enhance transparency of its security capabilities and certifications.
- **Advanced analytics.** Xerox has a mature analytics offering to help MPS clients gain deeper insight into their print and scan infrastructure. Analytics are used extensively to help customers understand user behaviours, identify non-essential printing, ensure policy compliance, and target document-intensive processes. Analytics that leverage AI also deliver predictive support, supplies, and maintenance, reducing downtime and wasted part replacement. In addition, Xerox uses analytics in its MPS offering to monitor and manage printer fleet security.

Opportunities

- **Continue to build a strong and coherent digitisation platform.** Xerox is already a strong player in the digitisation world. To make the most of opportunities in the market, it must continue to add functionality to its services, leveraging AI to provide a set of flexible capabilities to deal with information digitisation, data flows and integrations, and information security.
- **Leverage AI as a strong differentiator.** As an early mover in the print AI world, Xerox must ensure that it builds on this position with a dynamic and coherent AI platform. As long as new capabilities are added and existing ones are suitably updated, Xerox can build a strong message on how AI can offer distinct value to customers. Xerox must ensure that its AI reporting capabilities provide information and advice that helps the customer meet their desired outcomes.
- **Build on its strength in production print.** Xerox is a particularly strong player in the production print arena. If it can create a more coherent set of solutions across its office, departmental, and production print environments, it can then send a strong message to the market about adopting a single-vendor solution. Xerox has already started on this path, aiming to simplify and streamline its offerings to both the channel and its customers.
- **Continue to build out managed print/IT services.** Quocirca's research shows that many organisations are either already or open to using a single provider for both print and general IT management. Xerox has capabilities here that it can build on to make the most of these opportunities. Xerox must, however, ensure that it can integrate and interoperate with a customer's existing solutions.
- **Ensure that security is first and foremost.** Xerox already has a set of very strong security solutions. It must ensure that its channel and customers understand just how strong its solutions are and how these lead to improved information security. Integrations into the wider IT platform through its print/IT managed services enable Xerox to make a strong play for a cohesive, holistic security play across an organisation's digital platform.

Recommendations

Buyer recommendations

Quocirca recommends that buyers carefully evaluate MPS providers for their ability to deliver innovative services that support the full digital transformation journey across the print and digital workflow.

- **Evaluate modularity and flexible subscription service offerings.** MPS offerings vary considerably, especially for smaller organisations that will benefit from flexible subscriptions in which MPS providers can offer tailored solutions that align with customer needs. Look for flexible subscriptions that can adapt as requirements evolve, for instance, a basic MPS may be suitable for SMBs but should also be able to incorporate cloud-based workflow solutions, digitisation, application integrations, and other services that may be required as the company grows.
- **Ensure that the MPS contract supports devices for both home and office environments.** Using MPS is an important way for businesses to better manage and control their print activities across all of their employees in all of their working locations. Look for providers that can advise on and deliver home-office device provision, monitor usage and security patterns, and offer solutions that deliver closer collaboration between the home and office environment, including secure print management alongside consumables replenishment services. Reduce online purchasing of devices (whether shadow or authorised) by incorporating devices into MPS contracts to mitigate security risks caused by unmanaged devices that are purchased transactionally.
- **Select providers that prioritise cybersecurity.** Aside from the standard evaluation of MPS providers to ensure they conform with security certifications and accreditations, check that they can clearly articulate their approach to protecting devices from compromise to guarantee document, network, and user security. Evaluate cloud security models, gain clarity on identity access management integration with secure printing and capture solutions, and ask providers about their approach to security posture assessments and security incident management should a print-related data compromise occur.
- **Evaluate how cloud print services and solutions can lower both financial and environmental costs.** Select MPS providers that can demonstrate how a cloud platform provides ongoing, long-term support across both print and capture requirements. Consider serverless printing to reduce reliance on on-premise-servers, but ensure that functionality, data sovereignty, and data privacy requirements are addressed.
- **Create a roadmap for workflow automation to support broader digital strategies.** Select MPS providers that can demonstrate a coherent roadmap for digitisation that incorporates information management and workflow automation. MPS providers are well positioned to bridge the print and digital gap and provide effective support in this area. Consider standardising on MFP hardware to gain the benefits of proprietary and integrated hardware alongside specialised software in the information management space.
- **Leverage analytics data to deliver continuous improvement.** Ensure that the MPS provider not only delivers deep insight into device usage across a printer fleet but also uncovers valuable information to identify opportunities for improved automation and minimising of manual paper-based processes. Consider how AI is leveraged to support analytics beyond its current use for predictive maintenance and support.
- **Look for measurable sustainability benefits.** MPS providers are constantly enhancing their sustainability propositions around hardware circularity – including energy efficiency, longevity, and lower service interventions. Conduct in-depth environmental assessments across the existing fleet to identify outdated and inefficient hardware and work with the MPS provider to implement print management solutions to minimise wasteful printing and improve the environmental performance of the print environment as well as data to support environmental audits.

About Quocirca

Quocirca is a global market insight and research firm specialising in the convergence of print and digital technologies in the future workplace.

Since 2006, Quocirca has played an influential role in advising clients on major shifts in the market. Our consulting and research are at the forefront of the rapidly evolving print services and solutions market, trusted by clients seeking new strategies to address disruptive technologies.

Quocirca has pioneered research in many emerging market areas. More than 10 years ago we were the first to analyse the competitive global market landscape for managed print services (MPS), followed by the first global competitive review of the print security market. More recently Quocirca reinforced its leading and unique approach in the market, publishing the first study looking at the smart, connected future of print in the digital workplace. The [Global Print 2025 study](#) provides unparalleled insight into the impact of digital disruption, from both an industry executive and end-user perspective.

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