

IDC MarketScape: Worldwide Cloud MPS Hardcopy 2022 Vendor Assessment

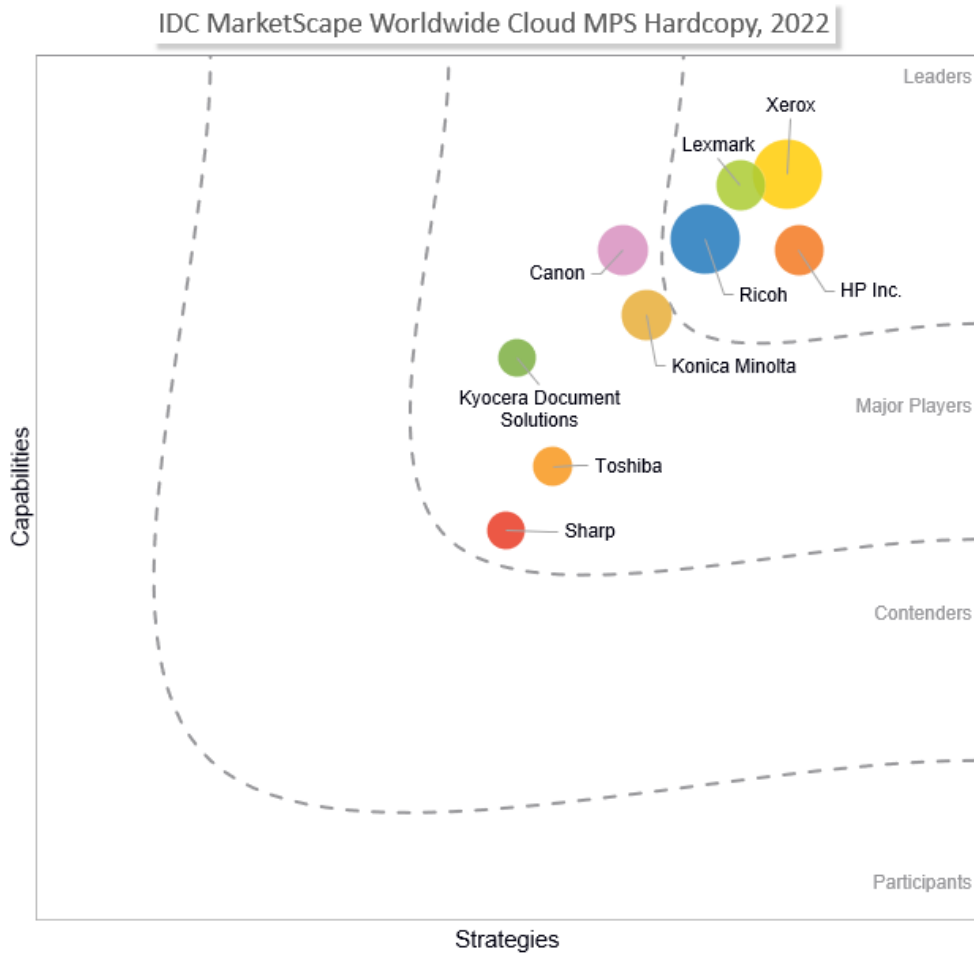
Robert Palmer

THIS IDC MARKETSCAPE EXCERPT FEATURES: XEROX

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Cloud MPS Hardcopy Vendor Assessment



Source: IDC, 2022

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Cloud MPS Hardcopy 2022 Vendor Assessment (Doc # US47337721). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

IDC OPINION

This IDC study assesses the market for cloud-based managed print services (MPS) as well as other cloud-based contractual print service models to target both enterprise and SMB. Businesses face significant challenges today with increased demand for hybrid work options. From a print perspective, needs have evolved beyond simply equipping remote workers with printers in the home. To support the long-term needs of the hybrid workforce, organizations must support users across a wide range of network configurations.

Meanwhile, there is growing desire to manage at-home or remote printing devices more effectively through usage monitoring, improved security measures, providing remote access to advanced print and document services, and providing for ways to track usage and reimburse printing expenses. Increasingly, organizations are looking to cloud-based print and print services to address these needs. The value proposition of cloud-based MPS is consistent with current IT trends, including an ongoing shift to cloud computing to eliminate IT infrastructure, the need to reduce operational costs, drive operational efficiencies, and free up IT resources for more strategic programs.

This assessment discusses both quantitative and qualitative characteristics that position vendors for success in this important market. This IDC MarketScape covers a variety of hardcopy vendors and is based on a comprehensive framework to evaluate cloud-based print capabilities as standalone services and solutions, within the context of a managed print and document services (MPDS) engagement, and as non-MPDS programs and services. Organizations using the IDC MarketScape for cloud-based MPS can identify vendors with strong offerings and well-integrated business strategies aimed to keep the vendors viable and competitive over the long run. Capabilities and strategy success factors identified from this study include:

- Vendor capabilities and strategy for provisioning, deployment, and delivery of cloud-based print services
- Strategies to address cloud-based print management, next-gen print infrastructure as a service, new billing structures and business models (including print as a service), print and document security, enabling the hybrid workforce, and channel enablement
- Capabilities to support a fully hosted cloud-based print acquisition and delivery model designed to simplify the acquisition and management of printing hardware and services
- A full range of cloud-based print services offerings, ranging from simple cloud-based printing or secure print to programs that allow customers to outsource the entire print infrastructure, including printing hardware, print servers, and print-related solutions and services
- Solutions designed to address cloud print management, cloud-based secure scan and print, intelligent capture and workflow automation, ECM and/or document management, and other horizontal- and vertical-specific applications
- Ability to support a wide range of pricing models and billing structures, including SaaS-based offering that can be sold under a subscription-based billing model

- IoT-enabled hardware and analytics combined with mobile-ready technologies to drive business insights and inform critical decisions around process improvement and workflow automation
- A road map to address specific end-user challenges related to advancing print and document maturity, enabling the remote/hybrid workforce, and securing the print and document infrastructure
- Ability to address core competencies in MPS, including assessment, design, optimization, device and supplies management, governance and change management, end-user support, tracking, reporting, security, billing and invoicing, mobility, and support for remote users
- A holistic approach to delivering horizontal and vertical solutions and services through both direct and indirect channels

IDC MARKETSCOPE VENDOR INCLUSION CRITERIA

This document includes an analysis of nine major hardcopy equipment manufacturers with broad services and solutions portfolios to specifically address the needs for cloud-based print services on a global scale. Participation in this study was extended to hardcopy vendors that offer managed print and document services programs through direct and indirect channels, with total MPS revenue exceeding \$50 million in 2020. Excluded from the study were IT outsourcing companies, business process outsourcing (BPO) providers, and software manufacturers that either offer print and document services as part of their IT services or subcontract these services to hardcopy vendors. Indirect channel partners of hardcopy equipment manufacturers have also been excluded from this study.

ADVICE FOR TECHNOLOGY BUYERS

Businesses of all sizes are showing increased interest in cloud-based print and print management to not only reduce costs but also lessen the burden on IT and move to a more flexible, predictable billing model. While cloud migration was already well underway, the COVID-19 pandemic has had a dramatic impact on how work gets done, leading to more remote employees and the need to create stable and secure work-from-home (WFH) environments.

A recent study from IDC shows how technology adoption within the print infrastructure has changed since the onset of the COVID-19 pandemic. In fact, IDC's research shows that 46% of businesses are looking to move to cloud-based printing and/or print management in the near future. For more information, see *IDC Survey Spotlight: Adoption of Cloud-Based Print Management Solutions* (IDC #US48334621, October 2021).

Just as important, the study indicates little difference in outlook between large enterprises and their SMB counterparts. At the enterprise level, there is considerable need to optimize print to achieve availability and scalability while ensuring that lingering legacy print infrastructure does not impede digital transformation initiatives. For the SMB customer, cloud-based MPS provides a platform to enable a range of print- and document-related services at various entry points and cost/billing models.

Meanwhile, the need to provide better security for remote devices while ensuring data protection and privacy is an important area that is driving increased interest around cloud-based printing. IDC expects to see broader deployment of cloud-based print management tools and infrastructure as businesses look to leverage IoT and data analytics to provide better management and support, not only around security but also for proactive and predictive service to improve productivity and lessen the need for onsite service technicians.

Accordingly, organizations should consider the following:

- **Understand print needs for the distributed workforce:** Organizations moved quickly to enable their employees to work from home more effectively. From a printing perspective, however, initial stopgap measures adopted during the earlier stages of the pandemic are likely inadequate for long-term requirements.
- **Support the hybrid workforce:** Put plans in place to account for an increase in the number of part-time or permanent WFH employees. Transitioning to a distributed workforce places emphasis on managing additional outside assets, and this will put increased strain on IT resources that may already be stretched. Leveraging a cloud-based MPS program, organizations can offload certain responsibilities for managing the print environment and reduce burden on IT resources.
- **Ensure that consistency is key:** It will be important for organizations to ensure a convenient, consistent, and seamless printing experience for employees, regardless of where they are working. When looking to enable employee productivity in a hybrid workforce, it is essential for home-office settings to mimic traditional office settings.
- **Consider print in corporate governance:** Consider how print infrastructure fits within corporate governance policies while identifying best practices for maximizing security and data protection in a hybrid working model. This should include measures such as cost controls for hardware acquisition and supplies expense reimbursement; remote monitoring, management, and service/support; better visibility into print usage and spend; and improved security measures, content protection, risk mitigation, and threat remediation. Cloud-based print management tools are essential for effective monitoring and management of remote, off-campus devices.
- **Drive greater value from your existing MPS program:** Enterprise organizations already involved in an MPS engagement can realize significant benefits by moving to a cloud-based delivery model. Businesses should consider shifting the focus away from optimizing print assets and more toward driving better business outcomes around improved uptime, scalability, sustainability, and security and enabling a "print from anywhere to anywhere ecosystem."
- **Look to hardcopy vendors for support:** Seek assistance from technology suppliers and print service providers to determine the best approach for deploying a cloud-based print management solution, including the differences between self-managing versus a solution deployed as part of a managed services offering.
- **Consider financial considerations:** Look for flexibility in financing options, with monthly billing models and predictable costs. It is also important to consider how your organization will manage the reimbursement of printing expenses for remote employees.
- **Where are you on your cloud journey?** Consider how deploying cloud-based print management tools will fit within the organization's long-term objectives around digital transformation and cloud migration. Organizational needs vary greatly depending on company size, industry, and print volumes. Businesses will need hybrid printing solutions tailored specifically to meet their organizational needs.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

Xerox

Xerox is a Leader in this IDC MarketScape for cloud-based MPS as well as other cloud-based contractual print services worldwide. Xerox is a public company headquartered in Norwalk, Connecticut.

Xerox's approach to the print services market continues to evolve along with changing office printing dynamics. Already an established leader in the MPS space, Xerox has worked to add value to its existing programs and platforms while extending its reach beyond the enterprise into SMB through platform expansion and channel partner enablement. Key to this effort is continued investment in its cloud-based MPS infrastructure and global services architecture.

Xerox takes what it describes as a customer-centric approach to cloud-based print services by first engaging with prospects to understand key variables behind the decision to move print and print infrastructure to the cloud. Xerox notes that whether a client already has a cloud-first approach or is just starting with a cloud migration strategy, it is important for us to understand the motivating factors, such as the need for greater mobility or support for remote workers, cost reduction and predictability in pricing, flexibility and scalability of the solution deployed, reduced IT burden, or perhaps a desire to leverage data analytics to drive better business outcomes. Once these variables are understood, Xerox can position its various cloud MPS offerings to best support the goals and objectives of the organization.

It is important to point out that Xerox's entire range of services can be deployed on premises, in a client private cloud, or in a multitenant, native cloud architecture. Once again, this allows Xerox to support customers regardless of where they are in their cloud migration journey. However, Xerox asserts that it is on a cloud-first development path and is now focused on architecting its solutions to be multitenant and cloud native. This approach allows Xerox to provide customers with the full range of offerings in a true SaaS model, where customers pay only for what they use.

Underneath the umbrella of Global Document Services, Xerox offers a complete portfolio MPS solutions and related services:

- **Cloud Fleet Management** provides the ability to proactively manage the fleet by monitoring for device status to focus and facilitate on incident process, automated supplies management and fulfillment, collecting meter reads, and a full range of advanced security services, all from a single set of solutions. Whether located in the corporate office or in a remote office or workplace, devices communicate to the Xerox Services Manager, which is hosted in a Xerox private cloud. Xerox Services Manager is a component of the services tool suite and is leveraged to provide global incident management with direct connectivity into the Xerox MPS Advanced Analytics and Xerox Services Portal.
- **Cloud Print Management** provides a platform for print job submission and ongoing tracking and monitoring of print usage. Through the Xerox Workplace Cloud, Xerox offers capabilities to address secure printing (pull printing), advanced security features, mobility, cost control,

and print policy management, all through the various print deployment options as mentioned previously.

- **Virtual Print Management Service** is based on the same Xerox Workplace Cloud platform mentioned previously but allows Xerox to fully offload the entire print infrastructure and host it in the cloud. Leveraging Xerox's Virtual Print Services, customers can move to a fully outsourced model for printing needs with no print server footprint required, no need for VPN connection, and no ongoing need for software upgrades and security patches. Key parts of the value proposition enabled through Virtual Print Services include network-independent job submission, zero trust security, and the advantage of being able to add or remove licenses as the fleet expands or contracts.
- **Xerox Digital Hub and Cloud Print Services** is a one-stop shop for promotional and publishing needs for office or remote workers. Working as a platform for remote job submission, Xerox can then route jobs to a network of production print centers, which could be an in-house CRD or a commercial printer, and then made available for pick up.
- **Cloud Productivity** enables better productivity for remote and mobile workers through a range of cloud-based capture and workflow services. Xerox has a broad portfolio of workflow automation apps that can be used by office-based or remote workers, thanks to Xerox Workflow Central platform. A key part of Xerox's capture and content services is a global capture platform that sits in the cloud and can be accessed through multiple delivery models, both centralized and distributed. The platform is scalable so that customers can deploy tools for simple backfile conversion or more advanced functionality for day-forward scanning to support multiple document workflows and data capture/extraction requirements.

Strengths

Xerox continues to innovate within its MPS suite and its cloud-first approach to print and print-related services. Xerox supports one of the broadest ranges of mobile and digital workflows, backed by its high availability virtual print operating center and 20 years of experience hosting cloud services on a global scale. Over the years, Xerox has leveraged key technology advancements and strategic partnerships to develop one of the most robust MPS platforms in the industry.

Challenges

Like most hardcopy vendors, Xerox has faced considerable challenges resulting from the COVID-19 pandemic and its impact on the traditional print business. IDC believes that Xerox could benefit by showcasing its position in the MPS market to continue to build customer trust.

Consider Xerox When

Xerox should be considered by those customers looking for a one-stop shop and a fully integrated end-to-end solution for cloud-based print services. Xerox not only offers a full range of capabilities in the form of up-front assessments, print and device management, remote monitoring and management, content capture and workflow, and endpoint security and data protection but also provides the ability to extend these services beyond the office. This applies not only to supporting the emerging needs of the hybrid workforce but also the ability to add centralized production print services within a broader MPS engagement.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

The focus of this IDC MarketScape is on the strategies and capabilities the vendor has at its disposal to support delivery of managed print services (MPS) through a cloud acquisition and deployment model. The study considers the various programs and delivery models that vendors can provide in the area of print as a service and subscription-based print services. Other important definitions to consider as part of this study are discussed in the sections that follow.

Managed Print and Document Services

- **Third-party management of a fleet of printers and/or MFPs under a multiyear agreement.** Coverage includes, at a minimum, ink/toner and maintenance/repairs. It may also, optionally, include hardware.
- **Contract.** The contract may also cover management of an in-plant, central reprographic department (CRD); copy center; or datacenter; however, it must be included in the distributed office environment. The contract includes a remote monitoring solution while acknowledging the fact that nonnetwork-connected machines would require manual monitoring.
- **Detailed assessment.** It provides provider analysis of the organization's actual print/copy usage and recommends an output strategy for optimization with defined goals.

- **Fleet usage analysis/reporting.** It includes ongoing analysis, reporting, and recommendations against predefined goals.
- **Ongoing optimization.** With proactive management, usage of the provider's resources is to continuously manage the environment toward contract goals.
- **Governance.** It established business rules and/or a formal change management program with education and incentives to get employees and their managers to achieve and sustain contract goals for printing and document workflows.
- **Benefits to the user.** MPDS is a comprehensive model for achieving increased cost savings, improving productivity, driving process efficiencies, meeting security and regulatory compliance, and supporting sustainability policies and goals.

Next-Gen Print Infrastructure as a Service

- Provides all the benefits of traditional MPS through a cloud-based deployment and delivery model
- Fully hosted cloud-based print acquisition model designed to simplify the acquisition and management of print
- Outsource the entire print infrastructure, including printing hardware, print servers, and print-related solutions and services
- Sold as a SaaS-based offering under a subscription-based billing model
- IoT-enabled hardware and analytics combined with mobile-ready technologies to drive business insights and inform critical decisions around process improvement and workflow automation

LEARN MORE

Related Research

- *MPDS Benchmark Survey, 2021: MPDS Adoption and Implementation* (IDC #US48334121, October 2021)
- *IDC FutureScape: Worldwide Imaging, Printing, and Document Solutions 2022 Predictions* (IDC #US48287621, October 2021)
- *IDC Survey Spotlight: Adoption of Cloud-Based Print Management Solutions* (IDC #US48334621, October 2021)
- *Market Analysis Perspective: Worldwide Next-Gen Document Services, 2021* (IDC #US47102521, September 2021)
- *Worldwide and U.S. Managed Print and Document Services and Basic Print Services Forecast, 2021-2025* (IDC #US46358821, July 2021)
- *Worldwide and U.S. Managed Print and Document Services and Basic Print Services Market Shares, 2020: The Modernization of Print* (IDC #US46358921, July 2021)
- *IDC MarketScape Criteria: Worldwide Cloud MPS 2021 Vendor Assessment* (IDC #US47726121, June 2021)

Synopsis

This IDC study assesses the market for cloud-based managed print services (MPS) among foremost global hardcopy vendors and identifies their strengths and challenges. This assessment discusses both the quantitative and qualitative characteristics that position the vendors for success in this important market. This IDC MarketScape covers a variety of hardcopy vendors and is based on a comprehensive framework to evaluate cloud-based MPS delivered as standalone services and solutions, within the context of a managed print and document services (MPDS) engagement, and as non-MPDS programs.

"Changes in work processes and work culture combined with the evolving needs of the extended (or distributed) workforce will place greater emphasis on the need for cloud-based print services," says Robert Palmer, research vice president for IDC's Imaging, Printing, and Document Solutions group. "IDC expects to see broader deployment of cloud-based print management tools and infrastructure as businesses look to leverage IoT and data analytics to provide better management and support while enabling a print from anywhere to anywhere ecosystem."

About IDC

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