



Office Color: Accelerating Demand & Maximizing Profits

Project Director:	Jeff Hayes, Group Director
Senior Advisors:	Catherine Charlery Bob Leahey
Creative Services:	Carrie Sylvester
Editorial/Proofreading:	Eve Padula

This report is copyrighted by InfoTrends and is made available to a limited number of clients subject to the following conditions:

InfoTrends retains all rights to this report in its entirety.

Reproduction and/or disclosure in whole or in part to parties other than the InfoTrends client to whom the document was originally sent is prohibited without the express written consent of InfoTrends.

This report should be treated as confidential and proprietary for internal use only.

The information is believed to be accurate and reliable, but cannot be guaranteed to be correct or complete.

InfoTrends
97 Libbey Industrial Parkway, Suite 300
Weymouth, MA 02189
(781) 616-2100

www.capv.com

Table of Contents

Objectives	9
Methodology	11
Executive Summary	12
What is a UCP?	12
Key End-User Research Findings	13
Key Conjoint Analysis Findings	15
Key Vendor Perspectives	16
Market Size and Forecast.....	17
Recommendations.....	20
<i>Product Line</i>	20
<i>Tandem vs. Single-Drum Devices</i>	20
<i>Pricing</i>	21
<i>Key Markets</i>	21
<i>Distribution & Marketing</i>	21
Survey Findings	23
Demographics.....	23
<i>Sample by Company Size and Location Size</i>	23
<i>Role in Selection and Purchase of Office Equipment</i>	26
<i>Response by Location Type, Region, Size</i>	30
Rates of Equipment Ownership	32
<i>Overall Ownership Rates</i>	32
<i>Ownership of Black & White Devices</i>	36
<i>Ownership of Color Devices</i>	38
Use of Equipment	43
<i>Numbers of People Sharing Devices</i>	43
<i>Primary Output Devices</i>	45
<i>Reasons for Not Using Color Printers as Primary Printers</i>	47
<i>Print Volumes and Color Share of Volume: Inkjet Printers and Multifunctional Devices</i>	49
<i>Print Volumes and Color Share of Volume: Color Laser Printers and Multifunctional Devices</i>	55
<i>Copiers that Are Used Most</i>	61
<i>Reasons for Not Using Color Copier/Printers for Most Jobs</i>	63
<i>Print Volumes, Color Share of Volume: Color Copier/Printers</i>	65
<i>Use of Outside Providers for Color Copying and Printing</i>	69
<i>Color Printing and Copying Applications</i>	75
<i>Black & White Printing and Copying Applications</i>	77
<i>Reasons for Printing Job in Black & White</i>	79
Typical Office Equipment Purchase	81
<i>Single-Function vs. Multifunctional</i>	81
<i>Same Device or Separate Devices for Color and Monochrome</i>	83
<i>Personal vs. Shared Devices</i>	85
<i>Personal, Workgroup, or Departmental Devices</i>	87
The Universal Device Concept	89
<i>Interest in the CP Concept</i>	89
<i>Reasons for Low Interest in UCP Concept</i>	91
<i>Functions Not Needed in UCPs</i>	93
<i>Controlling Access to Color Function</i>	95
<i>Interesting Factors about the UCP Product Concept</i>	99
<i>Type of UCP Preferred</i>	103
<i>UCP as a Replacement vs. Additional Device</i>	105
<i>Most Likely Devices to Replace</i>	107
<i>Purchase Locations for UCP</i>	109
<i>Requirements for Next Office Equipment Device</i>	111

Conjoint Analysis	113
Overview of Conjoint Analysis Methodology	113
<i>What is Conjoint Analysis?</i>	113
<i>What is Choice-Based Conjoint or Discrete Choice?</i>	113
Analysis of Conjoint Data.....	114
<i>Product Attributes Used for this Study</i>	114
Conjoint Analysis Key Findings	116
Personal/Small Workgroup Segment (<25 ppm).....	117
<i>Overall Attribute Importance</i>	117
<i>Individual Attribute Importance</i>	117
<i>Share of Preference Analysis</i>	119
Workgroup/Small Department Segment (25 – 50 ppm)	130
<i>Overall Attribute Importance</i>	130
<i>Individual Attribute Importance</i>	130
<i>Share of Preference Analysis</i>	133
Departmental/Light Production Segment (50+ ppm)	141
<i>Overall Attribute Importance</i>	141
<i>Individual Attribute Importance</i>	142
<i>Share of Preference Analysis</i>	144
How to Use the Conjoint Market Simulator.....	148
<i>Logging on to the Simulator</i>	148
<i>Selecting Product Segment</i>	148
<i>Creating a Scenario – Basic Instructions</i>	148
<i>Other Functions – File Menu</i>	149
<i>Other Functions – Product Menu</i>	149
<i>Other Functions – Modules Menu</i>	149
Market Segmentation	151
Personal Environment	151
<i>Printers and Printer MFPs</i>	151
<i>Copiers and Copier MFPs</i>	151
Workgroup Environment.....	152
<i>Printers and Printer MFPs</i>	152
<i>Copiers and Copier MFPs</i>	152
<i>UCPs</i>	152
Production Environment	155
Color Usage.....	155
<i>Creative Market</i>	156
<i>General Office</i>	156
<i>Production</i>	156
Workgroup Printer and Copier Market Forecast	157
Methodology and Definitions	157
Summary.....	157
Impression Volume	158
<i>United States Forecast</i>	158
<i>Western Europe Forecast</i>	161
Workgroup Printers and Printer MFPs.....	163
<i>United States Forecast</i>	163
<i>Western Europe Forecast</i>	166
Color Workgroup Printers & MFPs	169
<i>United States Trends</i>	169
<i>Western Europe Trends</i>	170
<i>Overall Color Workgroup Printer and Printer MFP Forecast Assumptions</i>	170
<i><5 ppm Workgroup Color Page Printer/MFP Segment</i>	172
<i>5 – 8 ppm Workgroup Color Page Printer & Printer MFP Segment</i>	176
<i>9 – 16 ppm Workgroup Color Page Printer & Printer MFP Segment</i>	180
<i>17+ ppm Workgroup Color Page Printer & Printer MFP Segment</i>	184
Workgroup Copiers.....	188
<i>United States Forecast</i>	188

<i>Western Europe Forecast</i>	190
<i>Segment 2 (20 to 30 ppm) – Black & White Copiers and Copier MFPs</i>	192
<i>Segment 3 (31 to 45 ppm) – Black & White Copiers and Copier MFPs</i>	196
<i>Segment 4 (45 to 69 ppm)</i>	200
Workgroup Universal Copier Printers (UCPs)	204
<i>United States Forecast</i>	204
<i>Western Europe Forecast</i>	206
<i>Forecast Assumptions</i>	207
Recommendations	209
Time to Market.....	209
Product Mix and Features.....	209
Tandem vs. Single-Drum Engines.....	209
Pricing	210
Market Focus	211
<i>Small vs. Large Workgroups</i>	212
<i>Office vs. Graphics</i>	212
<i>Small Businesses</i>	212
<i>Large Businesses</i>	213
Distribution.....	214
Marketing	214

List of Figures & Tables

Figure 1: Workgroup Product Segmentation.....	13
Figure 2: Type of Device that Company Will Purchase Next – Region	13
Figure 3: Preferred Type of Product – Region.....	14
Figure 4: Devices that Would Be Replaced – Region.....	15
Figure 5: Workgroup Placements, Monochrome vs. Color – U.S. (000)	17
Figure 6: Workgroup Placements, Monochrome vs. Color – Western Europe (000)	17
Figure 7: Workgroup Placements, Monochrome vs. Color – U.S. Hardware Revenues (\$Millions)	18
Figure 8: Workgroup Placements, Monochrome vs. Color – Western European Hardware Revenues (\$Millions)	18
Figure 9: Workgroup Impression Volume, Monochrome vs. Color – U.S. (Billions)	19
Figure 10: Workgroup Impressions, Monochrome vs. Color – Western Europe (Billions)	19
Figure 11: Company Size – Region	23
Figure 12: Location Size – Region.....	24
Figure 13: Primary Business – Region	25
Figure 14: Role in Selection and Purchase of Office Equipment – Region	26
Figure 15: Scope of Responsibility for Office Equipment Decisions – Region	27
Figure 16: Scope of Responsibility for Office Equipment Decisions – Location	28
Figure 17: Role in Selection and Purchase of Office Equipment – Location Size	29
Figure 18: Location Type – Region.....	30
Figure 19: Location Type – Location Size.....	31
Figure 20: Office Equipment – Region.....	32
Figure 21: Office Equipment – Location Size.....	33
Figure 22: Number of Devices – Location Size.....	34
Figure 23: Number of Devices – Region.....	35
Figure 24: Number of Black & White Laser Printers – Region.....	36
Figure 25: Number of Black & White Laser Printers – Location Size	37
Figure 26: Numbers of Other Black & White Devices – Medians by Region.....	38
Figure 27: Number of Color Laser Printers – Region	38
Figure 28: Number of Color Laser Printers – Location Size	39
Figure 29: Number of Color Laser Multifunctional Devices – Region.....	39
Figure 30: Number of Color Laser Multifunctional Devices – Location Size.....	40
Figure 31: Number of Inkjet Printers or Multifunctional Devices – Region	40
Figure 32: Number of Inkjet Printers or Multifunctional Devices– Location Size	41
Figure 33: Number of Color Copier/Printers – Region.....	41
Figure 34: Number of Color Copier/Printers– Location Size.....	42
Figure 35: Number of People Sharing Devices – Region	43
Figure 36: Number of People Sharing Devices – Location Size.....	44
Figure 37: Type of Printer Used for Most Jobs – Region.....	45
Figure 38: Type of Printer Used for Most Jobs – Location Size	46
Figure 39: Reasons for Not Using Color Laser Printer or MFP as Primary Printer – Region	47
Figure 40: Reasons for Not Using Color Laser Printer or MFP as Primary Printer – Location Size.....	48
Figure 41: Prints per Week on Inkjet Printer – Region	49
Figure 42: Prints per Week on Inkjet Printer – Location Size	50
Figure 43: Percentage of Inkjet Pages by Color – Region.....	51
Figure 44: Percentage of Inkjet Pages by Color – Location Size	52
Figure 45: Percentage of Inkjet Pages by Coverage – Region.....	53
Figure 46: Percentage of Inkjet Pages by Coverage – Location Size	54
Figure 47: Prints per Week on Color Laser Printer or MFP – Region	55
Figure 48: Prints per Week on Color Laser Printer or MFP – Location Size	56
Figure 49: Color Laser Pages by Color – Region	57
Figure 50: Color Laser Pages by Color – Location Size.....	58
Figure 51: Percentage Color Laser Pages by Coverage – Region	59
Figure 52: Percentage Color Laser Pages by Coverage – Location Size	60
Figure 53: Type of Copier Used for Most Jobs – Region.....	61
Figure 54: Type of Copier Used for Most Jobs – Location Size	62
Figure 55: Reasons for Not Using Color Copier/Printer for Most Jobs – Region	63
Figure 56: Reasons for Not Using Color Copier/Printer for Most Jobs – Location Size	64

Figure 57: Pages Copied or Printed per Week on Color Copier/Printer – Region..... 65

Figure 58: Pages Copied or Printed per Week on Color Copier/Printer – Location Size 66

Figure 59: Percentage of Color Copier/Printer Pages by Color Use – Region..... 67

Figure 60: Percentage of Color Copier/Printer Pages by Color Use – Location Size 68

Figure 61: Annual Spending on Color Copying/Printing with Outside Providers – Region 69

Figure 62: Annual Spending on Color Copying/Printing with Outside Providers – Location Size 70

Figure 63: Factors Contributing to Outsourcing of Color Jobs – Region 71

Figure 64: Factors Contributing to Outsourcing of Color Jobs – Location Size..... 72

Figure 65: Send Color Jobs Out vs. Print on Internal Equipment – Region 73

Figure 66: Send Color Jobs Out vs. Print on Internal Equipment – Location Size 74

Figure 67: Percentage of Digital Color Volume by Category – Region 75

Figure 68: Percentage of Digital Color Volume by Category – Location Size 76

Figure 69: Percentage of Black & White Volume by Category – Region..... 77

Figure 70: Percentage of Black & White Volume by Category – Location Size 78

Figure 71: Factors Impacting Decision to Print Jobs in Monochrome Instead of Color – Region 79

Figure 72: Factors Impacting Decision to Print Jobs in Monochrome Instead of Color – Location Size 80

Figure 73: Typically Purchase Single-Function vs. Multifunctional – Region 81

Figure 74: Typically Purchase Single-Function vs. Multifunctional – Location Size..... 82

Figure 75: Use Same Device for Monochrome & Color Output – Region 83

Figure 76: Use Same Device for Monochrome and Color Output – Location Size 84

Figure 77: Use Personal vs. Shared Device – Region 85

Figure 78: Use Personal vs. Shared Device – Location Size 86

Figure 79: Type of Device that Company Will Purchase Next – Region 87

Figure 80: Type of Device that Company Will Purchase Next– Location Size 88

Figure 81: Interest in Universal Printer or MFP – Region 89

Figure 82: Interest in Universal Printer or MFP – Location Size..... 90

Figure 83: Reasons for Low Interest in Universal Printer or MFP – Region..... 91

Figure 84: Reasons for Low Interest in Universal Printer or MFP – Location..... 92

Figure 85: Functions that Are Not Needed – Region..... 93

Figure 86: Functions that Are Not Needed – Location Size..... 94

Figure 87: Importance of Controlling Access to Color Output Function – Region 95

Figure 88: Importance of Controlling Access to Color Output Function – Location Size..... 96

Figure 89: Preferred Type of Color Output Control – Region 97

Figure 90: Preferred Type of Color Output Control – Location Size..... 98

Figure 91: Factors that Interest Respondents in UCP Concept – Region 99

Figure 92: Factors that Interest Respondents in UCP Concept – Location Size..... 100

Figure 93: Value of Benefits from Universal Devices – Region..... 101

Figure 94: Value of Benefits from Universal Device – Location Size 102

Figure 95: Preferred Type of Product – Region..... 103

Figure 96: Preferred Type of Product – Location Size..... 104

Figure 97: Purpose of Universal Device – Region 105

Figure 98: Purpose of Universal Device – Location Size..... 106

Figure 99: Devices that Would Be Replaced – Region..... 107

Figure 100: Devices that Would Be Replaced – Location Size 108

Figure 101: Purchase Place of Future Device – Region..... 109

Figure 102: Purchase Place of Future Device – Location Size 110

Figure 103: Requirements for Next Office Equipment Device 111

Figure 104: Requirements for Next Office Equipment Device – Location Size 112

Figure 105: Type of Device that Company Will Purchase Next – Location Size 115

Figure 106: Overall Attribute Importance – Personal or Small Workgroup (<25 ppm) 117

Figure 107: Individual Attribute Importance – Personal or Small Workgroup (<25 ppm) 118

Figure 108: Personal/Small Workgroup Black & White vs. Color Scenario (ALL) 120

Figure 109: Personal/Small Workgroup Share of Preference by Location Size 121

Figure 110: Personal/Small Workgroup Share of Preference by Region and Country 122

Figure 111: Personal/Small Workgroup Color Printer Scenario (ALL) 123

Figure 112: Personal/Small Workgroup Color Printer Share of Preference by Location Size..... 124

Figure 113: Personal/Small Workgroup Color Printer Share of Preference by Location Size..... 124

Figure 114: Small Workgroup Color Printer Low Cost Per Page Single-Drum Printer Scenario – ALL ... 125

Figure 115: Low Cost Per Page Single-Drum Color Printer Share of Preference by Location Size 126

Figure 116: Low Cost Per Page Single-Drum Color Printer Share of Preference by Region..... 126

Figure 117: Small Workgroup Color Printer Single-Drum Multifunctional Scenario – ALL..... 127

Figure 118: Single-Drum Color MFP Share of Preference by Location Size..... 127

Figure 119: Single-Drum Color MFP Share of Preference by Region..... 128

Figure 120: Small Workgroup Color Tandem Multifunctional Scenario – ALL 128

Figure 121: Single-Drum Color MFP Share of Preference by Location Size..... 129

Figure 122: Single-Drum Color MFP Share of Preference by Region..... 129

Figure 123: Overall Attribute Importance – Workgroup/Light Department (25 to 50 ppm) 130

Figure 124: Individual Attribute Importance – Workgroup/Small Department (25 to 50 ppm)..... 131

Figure 125: Low-End to Mid-Range Black & White Copier MFP vs. Color UCP Scenario (ALL) 133

Figure 126: Low-End to Mid-Range Black & White Copier MFP vs. Color UCP Scenario by Location Size 134

Figure 127: Low-End to Mid-Range Black & White Copier MFP vs. Color UCP Scenario by Region..... 134

Figure 128: Mid-Range Black & White Copier MFP vs. Color UCP Scenario (ALL) 135

Figure 129: Mid-Range Departmental Black & White Copier MFP vs. Color UCP by Location Size 135

Figure 130: Mid-Range Black & White Copier MFP vs. Color UCP by Region 136

Figure 131: Mid-Range Black & White Copier MFP vs. Color UCP with Lower Price Single-Drum Products (ALL) 137

Figure 132: Mid-Range Black & White Copier MFP vs. Color UCP with Lower Price Single-Drum Products by Location Size 137

Figure 133: Mid-Range Black & White Copier MFP vs. Color UCP with Lower Price Single-Drum Products by Geography 138

Figure 134: Mid-Range Color UCP Comparison (ALL)..... 138

Figure 135: Mid-Range Color UCP Comparison by Location Size 139

Figure 136: Mid-Range Color UCP Comparison by Region 139

Figure 137: Mid-Range Color UCP with Lower Price Tandem Product Comparison (ALL) 140

Figure 138: Overall Attribute Importance – Department/Light Production (50+ ppm) 141

Figure 139: Individual Attribute Importance – Department/Light Production (50+ ppm) 142

Figure 140: Departmental Black & White Copier MFP vs. Color UCP Scenario (ALL) 145

Figure 141: Departmental Black & White Copier MFP vs. Color UCP Scenario by Location Size..... 145

Figure 142: Departmental Black & White Copier MFP vs. Color UCP Scenario by Region..... 146

Figure 143: Departmental Black & White Copier MFP vs. Color UCP with Scanning for SD 68..... 146

Figure 144: Departmental Black & White Copier MFP vs. Color UCP with Scanning and Price Increase for SD 68..... 147

Figure 145: Workgroup Product Segmentation..... 153

Figure 146 : Printer Product Segmentation..... 154

Figure 147: Copier Product Segmentation..... 154

Figure 148: Market Segmentation by Color Volume..... 155

Figure 149: Workgroup Impression Volume (Monochrome vs. Color) – U.S. (Billions)..... 159

Figure 150: Workgroup Impression Volume (Printer vs. Copier) – U.S. (Billions) 159

Figure 151: Workgroup Impression Volume (Single-Function vs. Multifunction) – U.S. (Billions)..... 160

Figure 152: Workgroup Impressions (Monochrome vs. Color) – Western Europe (Billions)..... 161

Figure 153: Workgroup Impressions (Printer vs. Copier) – Western Europe (Billions) 162

Figure 154: Workgroup Impressions (Single-Function vs. Multifunction) – Western Europe (Billions) 162

Figure 155: Workgroup Printers and Printer MFPs (Monochrome vs. Color) – U.S. Placements (000) .. 163

Figure 156: Workgroup Printers (Single-Function vs. Multifunction) – U.S. Placements (000)..... 164

Figure 157: Workgroup Single-Function Printers (Monochrome vs. Color) – U.S. Placements (000) 164

Figure 158: Workgroup Multifunctional Printers (Monochrome vs. Color) – U.S. Placements (000) 165

Figure 159: Workgroup Printers and Printer MFPs (Monochrome vs. Color) – U.S. Hardware Revenues (\$Millions) 166

Figure 160: Workgroup Printers and Printer MFPs (Monochrome vs. Color) – Western European Placements (000) 167

Figure 161: Workgroup Printers (Single-Function vs. Multifunction) – Western European Placements (000) 167

Figure 162: Workgroup Single-Function Printers (Monochrome vs. Color) – Western European Placements (000) 168

Figure 163: Workgroup Multifunctional Printers (Monochrome vs. Color) – Western European Placements (000)	168
Figure 164: Workgroup Printers and Printer MFPs (Monochrome vs. Color) – Western European Hardware Revenues (\$Millions)	169
Figure 165: <5 ppm Color Page Printers (Single-Function vs. Multifunction) – U.S. Placements (000) ..	172
Figure 166: <5 ppm Color Page Printer Hardware Revenues (Single-Function vs. Multifunction) – U.S. (\$Millions)	173
Figure 167: <5 ppm Color Page Printers (Single-Function vs. Multifunction) – Western European Placements (000)	174
Figure 168: <5 ppm Color Page Printer Hardware Revenues (Single-Function vs. Multifunction) – Western Europe (\$Millions).....	175
Figure 169: 5 – 8 ppm Color Page Printers (Single-Function vs. Multifunction) – U.S. Placements (000)	176
Figure 170: 5 – 8 ppm Color Page Printers (Single-Function vs. Multifunction) – U.S. Hardware Revenues (\$Millions)	177
Figure 171: 5 – 8 ppm Color Page Printers (Single-Function vs. Multifunction) – Western European Placements (000)	178
Figure 172: 5 – 8 ppm Color Page Printers (Single-Function vs. Multifunction) – Western European Hardware Revenues (\$Millions)	179
Figure 173: 9 – 16 ppm Color Page Printers (Single-Function vs. Multifunction) – U.S. Placements (000)	180
Figure 174: 9 – 16 ppm Color Page Printers (Single-Function vs. Multifunction) – U.S. Revenues (\$Millions)	181
Figure 175: 9 – 16 ppm Color Page Printers (Single-Function vs. Multifunction) – Western European Placements (000)	182
Figure 176: 9 – 16 ppm Color Page Printers (Single-Function vs. Multifunction) – Western European Revenues (\$Millions).....	183
Figure 177: 17+ ppm Color Page Printers (Single-Function vs. Multifunction) – U.S. Placements (000) ..	184
Figure 178: 17+ ppm Color Page Printers (Single-Function vs. Multifunction) – U.S. Revenues (\$Millions)	185
Figure 179: 17+ ppm Color Page Printers (Single-Function vs. Multifunction) – Western European Placements (000)	186
Figure 180: 17+ ppm Color Page Printers (Single-Function vs. Multifunction) – Western European Revenues (\$Millions).....	187
Figure 181: Workgroup Copiers and Copier-Based MFPs (Monochrome vs. Color) – U.S. Placements (000)	188
Figure 182: Workgroup Copiers (Single-Function vs. Copier-Based MFPs) – U.S. Placements (000)....	189
Figure 183: Workgroup Copiers and Copier-Based MFPs (Monochrome vs. Color) – U.S. Hardware Revenues (\$Millions).....	190
Figure 184: Workgroup Copiers and Copier-Based MFPs (Monochrome vs. Color) – Western European Placements (000)	190
Figure 185: Workgroup Copier (Single-Function vs. Copier-Based MFPs) – Western European Placements (000)	191
Figure 186: Workgroup Copiers and Copier-Based MFPs (Monochrome vs. Color) – Western European Hardware Revenues (\$Millions)	192
Figure 187: Segment 2 Black & White Copiers – U.S. Placements (000)	193
Figure 188: Segment 2 Black & White Copiers – U.S. Hardware Revenues (\$Millions).....	194
Figure 189: Segment 2 Black & White Copiers – Western European Placements (000).....	195
Figure 190: Segment 2 Black & White Copiers – Western European Hardware Revenues (\$Millions)...	195
Figure 191: Segment 3 Black & White Copiers – U.S. Placements (000)	196
Figure 192: Segment 3 Black & White Copiers – U.S. Hardware Revenues (\$Millions).....	197
Figure 193: Segment 3 Black & White Copiers – Western European Placements (000).....	198
Figure 194: Segment 3 Black & White Copiers – Western European Hardware Revenues (\$Millions)...	199
Figure 195: Segment 4 Black & White Copiers – U.S. Placements (000)	200
Figure 196: Segment 4 Black & White Copiers – U.S. Hardware Revenues (\$Millions).....	201
Figure 197: Segment 4 Black & White Copiers – Western European Placements (000).....	202
Figure 198: Segment 4 Black & White Copiers – Western European Hardware Revenues (\$Millions)...	203
Figure 199: Workgroup Color UCPs (Color-Capable vs. Color-Centric) – U.S. Placements (000)	204

Figure 200: Workgroup Color UCPs (Color-Capable vs. Color-Centric) – U.S. Hardware Revenues (\$Millions) 205

Figure 201: Workgroup Color UCPs (Color-Capable vs. Color-Centric) – Western European Placements (000) 206

Figure 202: Workgroup Color UCPs (Color-Capable vs. Color-Centric) – Western European Hardware Revenues (\$Millions) 207

Objectives

The key aim of this study is to help manufacturers and distributors of office copying and printing equipment to increase demand for color devices and to spur greater use of them. This study addresses this goal in two major regions, namely North America and Europe. To accomplish this key objective in these two regions, the study will address a series of supporting objectives on the two geographies:

- Assess customers' printing and copying behaviors
- Understand customers' perceptions of office color devices
- Identify inhibitors and enablers to increasing color imaging in offices
- Understand motivations that spur outsourcing of color
- Understand the tradeoffs that users face when deciding to print in color or black & white
- Establish a price-elasticity model around color usage
- Understand company policies around color use in the office
- Determine who is responsible for deciding to purchase color equipment
- Profile key vertical industries and applications regarding their use of office color
- Assess color opportunity among businesses of different sizes
- Estimate and forecast the market for office color printing and copying equipment

Finally, this study aims to make actionable recommendations to clients to help them design and target their products to meet current and future market needs.

Methodology

InfoTrends undertook a series of research activities to achieve the study's main and supporting objectives, which are detailed as follows:

- **Step 1 – Review of existing market research:** InfoTrends tapped its own extensive research from the past 24 months for relevant insights. This research includes two multi-client reports that are highly relevant to the new study, specifically The Universal Copier/Printer Study and The Workgroup Color Printer Study, both of which are based on structured surveys with over 200 respondents. The existing research also includes the most recent market forecasts from InfoTrends' Digital Peripherals Solutions and On Demand Printing & Publishing Consulting Services.
- **Step 2 – Transaction data gathering and processing:** InfoTrends also examined other sources for market information on key applications, segments, competitors, and product categories. Examples of these sources are the U.S. Commerce Department, the Bureau of Labor Statistics, trade periodicals, trade association newsletters, and Web sites.
- **Step 3 – Personal interviews with office equipment users and decision-makers:** InfoTrends conducted 10 personal interviews in North America and 10 in Europe to support this study. The interviews were with office equipment decision-makers and document owners in key market segments, and they were spread among small, medium-sized, and large companies in different industry verticals.
- **Step 4 – Structured survey with office equipment users and decision-makers:** InfoTrends designed and managed a structured survey with a total of 1,062 office equipment users and decision-makers, spread across both regions; the total included 413 respondents from North America (primarily the U.S.) and 649 respondents from Europe (split about evenly between the U.K., France, Germany, Italy, and Spain). Respondents were split fairly evenly between small, medium-sized, and large companies, and all major vertical industries were represented. InfoTrends tabulated and segmented the results of this survey.
- **Step 5 – Conjoint analysis:** InfoTrends designed, implemented, and analyzed a conjoint research program to understand the trade-offs that customers face when deciding between different office equipment products. We analyzed the data using a market simulator that determines the "share of preference" different product configurations would yield. Clients to this study have access to the market simulator to run their own custom product scenarios.
- **Step 6 – Market estimate and forecast:** By combining insights from its own recent market forecasts, the project's personal interviews and its structured survey, InfoTrends assembled a market estimate and forecast for this new study, to include estimates and forecasts (2004-2009) for device placements, revenues, and installed base (in U.S. dollars).
- **Step 7 – Assembled report and final recommendations:** InfoTrends gathered all of the study's major elements, its survey instrument, tabulations, slides, and market forecast and assembled this report to include (1) interpretation of survey, conjoint, and forecast data; and (2) recommendations to clients for product and market development.