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**Multi-Client**

# Delivering Scanning Technologies to the Corporate Market

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## Project Objectives

This study is designed to help manufacturers and OEMs to understand the requirements of the corporate market for single function scanners, understand the expectations and requirements of the different reseller channels selling into that market, and make recommendations for continued growth.

Key objectives include:

- To profile the scanning solution opportunity in the corporate business market
- To identify the channel programs required for successful market engagement
- To categorize product capabilities that are unique to the office market
- To develop strategies that attract the office products channel to sell document class scanning technologies and solutions
- To provide the foundation to effectively target and sell scanning technologies to the corporate market

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## Table of Contents

Project Objectives.....	5
Definitions: .....	6
Methodology .....	6
Executive Summary.....	7
Market Forecast.....	7
Research Findings.....	8
Recommendations.....	14
Summary of Key Findings .....	15
Overview.....	15
Specific Findings .....	16
Recommendations.....	18
Channel Partner Research.....	19
How to Read the Charts and Data Tabulations.....	19
Definitions:.....	19
Sample Profile .....	20
Findings .....	28
Percent of Revenue From Single-Function Scanners and Related Software and Services .....	28
Unit Volume of Scanner Sales.....	32
Change in Unit Sales.....	37
Reasons For Change in Unit Scanner Sales.....	41
Networked Scanner Sales.....	44
Scanners Sold With Additional Software.....	45
Functions Addressed With Additional Software .....	47
Embedded Versus External Software .....	49
Units Sold With Additional Services .....	52
Provider of Custom Services.....	54
Industries Purchasing Single-Function Scanners .....	59
Reasons For Importance of Industry .....	63
Customer Perspectives On Importance of Scanner Product Attributes .....	65
Importance of Formal ROI Analysis .....	70
Brand Awareness .....	73
Likelihood of Adding or Dropping A Brand .....	74
Factors Considered By Resellers When Deciding To Carry A Brand .....	77
Resellers' Degree of Influence on Customers' Choice of Scanner Brand, Model.....	80
Importance of Factors Influencing Customers' Choice of Vendor.....	83
Perceived Customer Channel Preferences.....	85
Departments / Functional Areas Purchasing Single-Function Scanners .....	89
Complexity of The Sales Process .....	91
Length of Sales Cycle.....	93
Relative Importance of Scanner Applications.....	96
Probing Questions – The Threat of MFPs; Marketing Issues .....	98
Market Size and Channel Segmentation.....	109
Market Size.....	109
Channel Segmentation.....	110
Channel and Market Trends.....	113
Appendix A .....	115
Data Tabulations and Questionnaire.....	115

## List of Figures

Figure 1 : The North American Single Function Scanner Market, 2005-2009 .....	7
Figure 2: 2005 North American Scanner Revenues by Channel and Category .....	7
Figure 3: Main Reason for Increase in Sales of Single-Function Scanners.....	8
Figure 4: Percentage of Units Sold Along With Additional Software – Detail .....	9
Figure 5: Functions Addressed With Software Solutions – Means .....	9
Figure 6: Importance of Applications – Means .....	10
Figure 7: Importance of Industries – Most Important.....	10
Figure 8: Importance of Attributes – Means .....	11
Figure 9: Importance of Factors When Deciding on Brands to Carry – Means .....	12
Figure 10: Importance of Factors When Deciding on Vendors – Means .....	12
Figure 11: Complexity of Scanner Sales Process.....	13
Figure 12: Scanner Sales Cycle – Means .....	14
Figure 13: Respondents by Type of Company.....	21
Figure 14: Type of Company by Scanner Sales Specialty and Sales Volume .....	22
Figure 15: Type of Company by Importance of Scanner Revenue, Sales Trends, Degree of Influence .....	23
Figure 16: Respondents Segmented By Size of Company - Mean.....	24
Figure 17: Company Size (Employees) - Detail .....	25
Figure 18: Respondents Segmented by Total Annual Company Revenues - Mean .....	26
Figure 19: Respondents Segmented By Total Annual Company Revenues - Detail.....	27
Figure 20: Percentage of Company's Revenue Derived from Single-Function Scanners - Mean .....	28
Figure 21: Percentage of Company's Revenue Derived from Single-Function Scanners - Detail.....	29
Figure 22: Percent of Revenue from Sales of Single-Function Scanners, by Scanner Type - Mean ..	30
Figure 23: Percent of Revenue from Sales of Single-Function Scanners, by Scanner Type - Detail..	31
Figure 24: Respondents Segmented By Unit Volume of Total Scanner Sales .....	32
Figure 25: North American Single Function Scanner Shipments, 2005.....	33
Figure 26: Unit Volume Over Past Twelve Months Segmented by Type of Scanner .....	33
Figure 27: Total Number of Scanners Sold by Segment – Mean.....	34
Figure 28: Total Number of Scanners Sold by Segment – Median.....	34
Figure 29: Total Number of Workgroup Scanners Sold .....	35
Figure 30: Total Number of Departmental Scanners Sold .....	35
Figure 31: Total Number of Production Scanners Sold.....	36
Figure 32: Change in Unit Sales of Workgroup Scanners – Mean .....	37
Figure 33: Change in Unit Sales of Departmental Scanners – Mean .....	38
Figure 34: Change in Unit Sales of Production Scanners - Mean.....	38
Figure 35: Change in Unit Sales of Workgroup Scanners – Detail .....	39
Figure 36: Change in Unit Sales of Departmental Scanners – Detail .....	40
Figure 37: Change in Unit Sales of Production Scanners – Detail.....	40
Figure 38: Reasons for Increase in Sales of Single-Function Scanners - Mean .....	41
Figure 39: Reasons for Increase in Sales of Single-Function Scanners - Detail .....	42
Figure 40: Main Reason for Increase in Sales of Single-Function Scanners.....	43
Figure 41: Percentage of Scanners Sold That Were Networked or Network-Capable .....	44
Figure 42: Percentage of Units Sold Along With Additional Software - Mean .....	45
Figure 43: Percentage of Units Sold Along With Additional Software - Detail .....	46
Figure 44: Functions Addressed With Software Solutions - Means .....	47
Figure 45: Functions Addressed With Software Solutions - Detail.....	48
Figure 46: Preference for Embedded or External Software: Means .....	49
Figure 47: Preference for Embedded or External Software – Workgroup Scanners .....	50
Figure 48: Preference for Embedded or External Software – Departmental Scanners .....	51
Figure 49: Preference for Embedded or External Software – Production Scanners.....	51
Figure 50: Percentage of Units Sold With Additional Services: Mean .....	52
Figure 51: Percentage of Units Sold With Additional Services: Detail .....	53
Figure 52: Who Provides Custom Services? – Raw Mean .....	54

Figure 53: Who Provides Custom Services? Weighted, Adjusted Mean .....	55
Figure 54: Custom Service Provider - We provide it ourselves.....	56
Figure 55: Custom Service Provider - A large general services company (IBM, Accenture, Xerox,etc.) .....	57
Figure 56: Custom Service Provider - Specialized services company (Kofax, Captiva, Documentum) .....	57
Figure 57: Custom Service Provider - A smaller independent IT services provider.....	58
Figure 58: Custom Service Provider - Customer's IT group .....	58
Figure: 59 Industries That Have Purchased Single-Function Scanners .....	59
Figure 60: Importance of Industries – Means (1) .....	60
Figure 61: Importance of Industries – Means (2) .....	60
Figure 62: Importance of Industries – Most Important (1) .....	61
Figure 63: Importance of Industries – Most Important (2) .....	61
Figure 64: Importance of Industries – Detail (1) .....	62
Figure 65: Importance of Industries – Detail (2) .....	62
Figure 66: Main Reason for Industry Importance – Mean .....	63
Figure 67: Main Reason for Industry Importance – Detail (1) .....	64
Figure 68: Main Reason for Industry Importance – Detail (2) .....	64
Figure 69: Importance of Attributes – Means .....	66
Figure 70: Importance of Attributes – Details .....	67
Figure 71: Mean Importance of Attribute Categories .....	68
Figure 72: Importance of ROI – Means .....	70
Figure 73: Importance of ROI – Workgroup Scanners .....	71
Figure 74: Importance of ROI – Departmental Scanners .....	71
Figure 75: Importance of ROI – Production Scanners .....	72
Figure 76: Brand Awareness .....	73
Figure 77: Likelihood of Adding a New Brand – Mean .....	74
Figure 78: Likelihood of Adding a New Brand – Detail .....	75
Figure 79: Likelihood of Dropping a New Brand – Mean .....	76
Figure 80: Likelihood of Dropping a New Brand – Detail .....	76
Figure 81: Importance of Factors When Deciding on Brands to Carry – Means .....	78
Figure 82: Importance of Factors When Deciding on Brands to Carry – Detail .....	79
Figure 83: Influence on Customer's Choice of Scanner Brand – Mean .....	80
Figure 84: Influence on Customer's Choice of Scanner Brand – Detail .....	81
Figure 85: Influence on Customer's Choice of Scanner Model – Mean .....	81
Figure 86: Influence on Customer's Choice of Scanner Model – Detail .....	82
Figure 87: Importance of Factors When Choosing Vendors – Means .....	83
Figure 88: Importance of Factors When Choosing Vendors – Detail .....	84
Figure 89: Workgroup Scanner Vendor or Channel Preference – Means .....	85
Figure 90: Workgroup Scanner Vendor or Channel Preference – Detail .....	86
Figure 91: Departmental Scanner Vendor or Channel Preference – Means .....	86
Figure 92: Departmental Scanner Vendor or Channel Preference – Detail .....	87
Figure 93: Production Scanner Vendor or Channel Preference – Means .....	87
Figure 94: Production Scanner Vendor or Channel Preference – Detail .....	88
Figure 95: Departments Purchasing Scanners – Means .....	89
Figure 96: Departments Purchasing Scanners – Detail .....	90
Figure 97: Complexity of Scanner Sales Process – Workgroup Scanners .....	91
Figure 98: Complexity of Scanner Sales Process – Departmental Scanners .....	92
Figure 99: Complexity of Scanner Sales Process – Production Scanners .....	92
Figure 100: Scanner Sales Cycle – Means .....	93
Figure 101: Scanner Sales Cycle – Workgroup Scanners .....	94
Figure 102: Scanner Sales Cycle – Departmental Scanners .....	94
Figure 103: Scanner Sales Cycle – Production Scanners .....	95
Figure 104: Importance of Applications – Means .....	96
Figure 105: Importance of Applications – Medians .....	97

Figure 106: Agreement with Statements Regarding MFPs, Marketing (1).....	99
Figure 107: Agreement with Statements Regarding MFPs, Marketing (2).....	100
Figure 108: Agreement With Statements Regarding MFPs, Marketing (3).....	101
Figure 109: Agreement With Statements Regarding MFPs, Marketing (4).....	102
Figure 110: Agreement With Statements Regarding MFPs, Marketing (5).....	103
Figure 111: Agreement With Statements Regarding MFPs, Marketing (6).....	104
Figure 112: Agreement With Statements Regarding MFPs, Marketing (7).....	105
Figure 113: Agreement With Statements Regarding MFPs, Marketing (8).....	106
Figure 114: Agreement With Statements Regarding MFPs, Marketing (9).....	107
Figure 115: Agreement With Statements Regarding MFPs, Marketing (10).....	108
Figure 116: 2005 North American Shipments of Single Function Document Imaging Scanners .....	109
Figure 117: 2005 North American Single Function Scanner Shipments by Scanner Category.....	109
Figure 118: 2005 North American Single Function Scanner Revenues by Scanner Category .....	110
Figure 119: 2005 Share of North American Scanner Shipments by Channel.....	111
Figure 120: 2005 Share of North American Scanner Shipments by Channel.....	111
Figure 121: 2005 North American Scanner Unit Shipments (K) by Channel .....	112
Figure 122: 2005 North American Scanner Revenues (\$U.S.M) by Channel and Scanner Category .....	112
Figure 123: 2005 North American Scanner Revenues (Percent) by Channel and Scanner Category .....	112
Figure 124: 2005 North American Scanner Revenues (Percent) by Channel and Scanner Category .....	113