

IDC MarketScape: Worldwide Cloud Managed Print and Document Services Hardcopy 2024 Vendor Assessment

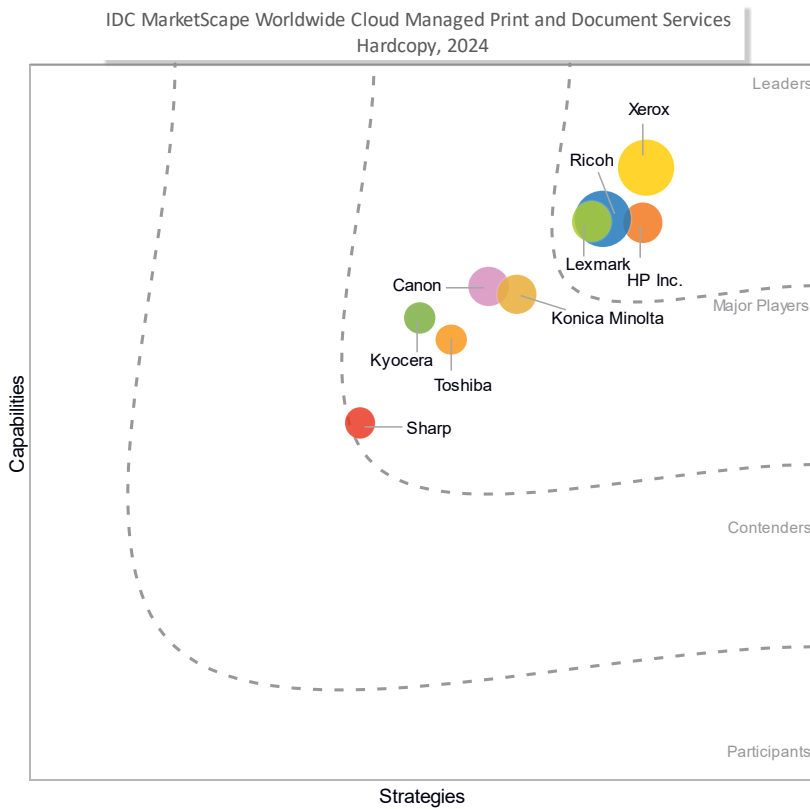
Robert Palmer

THIS EXCERPT FEATURES LEXMARK AS A LEADER

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide Cloud Managed Print and Document Services Hardcopy Vendor Assessment



Source: IDC, 2024

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

ABOUT THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Cloud Managed Print and Document Services Hardcopy 2024 Vendor Assessment (Doc # US51572924).

IDC OPINION

This IDC study assesses the market for managed print and document services (MPDS) as well as other cloud-based contractual print service models to target both enterprise and small and medium-sized business (SMB). While the focus is on services delivered as part of a cloud-based deployment, this study also evaluates vendors on their overall approach to the managed print services (MPS) market.

Cloud-based MPS programs have risen to the forefront as vendors continue to migrate their MPS infrastructure to the cloud. Businesses are increasingly looking to move IT infrastructure to the cloud to reduce IT burden and become more agile and resilient while achieving additional cost benefits. At the same time, digital transformation (DX) and cloud-first strategies have become crucial to addressing the broader needs of the hybrid workforce: mobility, security, digitization, and collaboration. Printing remains integral to most organizations, but changes are needed to support an increasingly distributed workforce.

These variables are consistent across all company sizes and vertical industries. Enterprise organizations need to modernize print infrastructure to achieve high availability, scalability, and security while ensuring that lingering legacy print infrastructure does not impede DX initiatives. SMB customers can leverage cloud-based MPS as a platform to enable a range of print- and document-related services at various entry points and cost/billing models.

Meanwhile, transition to flexible work policies and the need to support the hybrid workforce places emphasis on managing additional outside assets, putting additional strain on IT resources that may already be stretched. Legacy print systems are no longer adequate for meeting the demands of the evolving work environment. Businesses are now faced with a diverse set of disparate printing devices that were acquired independently and often outside of corporate procurement policies, with limited to no visibility into how these devices are being used, what the true requirements are for print usage and, perhaps most importantly, the security risks.

A disciplined and systematic approach to print modernization is needed, with a focus on shifting print infrastructure to the cloud. Businesses need to establish a vision with clear objectives related to resource allocation, print and document security, scalability and high availability, and metrics for data governance. For many companies, moving to cloud-based managed print and document services offers the best solution to this complex problem.

With these trends in mind, we have refocused this IDC MarketScape on several key areas for advancing managed print and document services initiatives and are explained in the sections that follow.

Artificial Intelligence and Print Analytics

Coupled with smart analytics, a cloud-based print management platform leverages artificial intelligence (AI)-infused technologies to provide complete visibility into all aspects of the print environment, leveraging real-time data to analyze system performance, improve service delivery, and optimize device usage and deployment. This can involve using machine learning (ML) algorithms to analyze data and identify trends as well as providing predictive analytics to help customers make informed decisions. Through IoT-enabled hardware, service providers could deploy predictive services to monitor and assess device status through algorithms based on alerts and sensor readings to reduce interventions and maximize equipment uptime. Real-time data analytics would allow businesses to drive additional operational and process improvement with a seamless ecosystem for printing, scanning, and document process insight.

Security and Zero Trust

Cloud-based print management solutions allow companies to address print security concerns in multiple layers: endpoint protection in and around the device, automated firmware updates and scheduled systemwide deployment of security patches, the monitoring and protection of data that moves through the device, and network access controls. Leveraging a cloud-based pull print solution, print jobs can be sent from any device connected to the internet to be held on a secure cloud server. When ready to retrieve the print job, the user can then authenticate at any printer/MFP supported in the system to release the document.

Document Workflow Automation and Optimization

Print modernization is the foundation for a broader strategic vision to automate and optimize document-intensive business processes while driving efficiencies throughout the print and document ecosystem. This requires a long-term strategy with a centralized, cross-functional team that holds responsibility for leveraging the print and document

infrastructure for business process improvement and for driving business transformation. By including document workflow automation and optimization within the MPDS engagement, organizations can advance their digital transformation strategies.

Sustainability and Environmental Impact

Sustainability has become a top of mind issue for enterprise organizations and is inherently tied to digital transformation. Significant outcomes designed to reduce environmental impact associated with the print and document environment can be achieved through a print modernization strategy. By leveraging a cloud-based print management platform, businesses and service providers can analyze printing habits, identify unnecessary print jobs, route jobs to the most effective device, and promote print policies that reduce paper consumption. Many vendors and service providers also offer consulting services within their MPDS offerings to help businesses reduce climate impact associated with printing. These services could include both professional and managed consulting services combined with a tech-enabled solution for achieving, monitoring, measuring, and reporting on specific sustainability initiatives.

Differences from the Worldwide Cloud MPS Hardcopy 2022 Vendor Assessment

There are a number of differences between the IDC MarketScape for cloud MPS hardcopy services published in 2022 (see *IDC MarketScape: Worldwide Cloud MPS Hardcopy 2022 Vendor Assessment*, IDC #US47337721, January 2022) and the current IDC MarketScape. So we strongly caution against a direct comparison between the two vendor evaluations. There is no doubt that some vendors have made significant improvements in their offering, but that is only one factor to be considered. The methodology and assessment framework for this IDC MarketScape have changed dramatically. Approximately 25% of the criteria in the vendor RFI have changed, several questions were restructured, and sections were added with a focus on AI, workflow automation, and security. IDC also modified the weighting for each criterion used.

Assessment Framework

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 engagement, and as non-MPDS programs and services. Organizations using the IDC MarketScape for cloud-based MPDS can identify vendors with strong offerings and well-integrated business strategies designed to keep 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 (IaaS); 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 could 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, enterprise content management (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 MPDS, 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
- Capabilities for driving innovation to address evolving market demands, including adoption of AI-infused technologies to drive automation across the MPDS ecosystem
- A holistic approach to delivering horizontal and vertical solutions and services through both direct and indirect channels

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

This study 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

Keeping pace with the increasingly complex demands for supporting print in the hybrid work environment is challenging. Cloud-based print and document management programs promote the centralized monitoring of printers and MFPs across the entire fleet, including off-campus devices. This allows IT administrators to view the activity of all printers from a single dashboard, providing real-time insights into which printers are in use and what kind of jobs are being printed and by whom. This is particularly important within a hybrid workforce where devices are often not visible and usage patterns are not so easily monitored.

As part of the cloud-based MPDS program, organizations should work with vendors and service providers to include deployment of solutions and services to address intelligent enterprise capture, intelligent data processing (IDP), enterprise content management, business process management (BPM) or workflow software, and integration with other enterprise applications. Print devices can be connected to these solutions and become critical, integrated components of business workflows.

Another important variable to consider is change management. Ongoing audits will help assess print and document usage habits and security vulnerabilities to inform comprehensive print management policies and drive change management based on evolving business needs. Organizations can leverage metrics associated with document-intensive business processes to proactively drive continuous operational improvements.

When looking to adopt a cloud-based MPDS program, there are many factors that organizations should consider:

- Have a clear vision for your print modernization strategy, with leadership understanding the opportunity for cloud-based managed print and document services as a part of the company's larger digital transformation initiatives.
- Work with your service provider to evaluate the existing print and document infrastructure to identify print requirements, workflow bottlenecks,

manual/paper-based processes, security threats, and any areas that could improve through cloud-based print and document services.

- Understand what technology is deployed and what types of rules and governance structure are used and enforced within the print and document environment.
- Ensure that your service provider has a long-term plan and methodology for ongoing assessment and continuous improvement. Put the necessary systems and processes in place to enable ongoing measurement of vendor performance relative to specific goals and objectives.
- Create an action plan for transitioning print infrastructure to the cloud based on existing resources and desired outcomes. Not every organization will be able to perform a complete "lift and shift" of the entire print infrastructure. So start slow and consider integration with your broader cloud migration strategy.
- Understand that one of the key benefits of migrating to cloud-based print services is to enable a secure and productive workforce. A truly secure print and IT environment requires diligence and specific emphasis to remain as secure as possible and achieve a fully optimized print security infrastructure. Special care must be taken to work closely with your service provider and incorporate the latest security and data privacy protection policies.
- Consider what might be required for including print within a zero trust security framework. Specific tools and technologies might be needed to ensure secure print workflows, such as secure application development, cloud-based pull printing, device certificates, layered device capabilities, encryption, and multifactor authentication.
- Look for a service provider that can drive innovation across the print and document environment. Find a partner with specific technology expertise and the experience required to help guide you through all phases of your print modernization strategy.
- Remember the cloud journey and determine the cloud implementation strategy best suited for your organization. Businesses need a solution that is not only aligned with existing goals and objectives but is also flexible and scalable enough to grow as organizational needs evolve.
- Consider best practices for change management. Organizations should partner with their solutions and service providers for education and training so that new policies and procedures do not hinder employee productivity.

VENDOR SUMMARY PROFILE

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.

Lexmark

Lexmark is positioned in the Leaders category in this 2024 IDC MarketScape for worldwide cloud managed print and document services.

Lexmark was founded in 1991 as a spin-off of IBM. In 2016, Lexmark was acquired by a consortium of investors led by Ninestar. Lexmark's headquarters are in Lexington, Kentucky.

Quick facts about Lexmark:

- **Employees:** Approximately 8,000
- **Global market coverage:** Operates in 170+ countries in North America; Asia/Pacific; Europe, the Middle East, and Africa; and Latin America
- **Top industry focus:** Lexmark serves customers across many sectors, with a specific focus on verticals including banking, education, government, healthcare, insurance, manufacturing, and retail.
- **Ideal customer size:** Enterprise and SMB
- **Go-to-market and service delivery channels:** Lexmark sells direct and through various commercial channel partners and office equipment dealers.
- **Services and solutions evaluated:** Global study to evaluate cloud-based managed print and document services as well as other cloud-based contractual print service models to target both enterprise and SMB
- **Delivery models evaluated:** Scope and focus include capabilities and strategies deployed by hardcopy vendors in support of direct engagements and channel-delivered print services programs.
- **Key differentiator:** The Lexmark Global IoT System serves as the single, worldwide foundation for its comprehensive management capabilities and positions the company to deliver a full range of seamless global services. The Lexmark Global IoT system uses a technology-based approach to managing customer environments and providing global visibility and transparency to reduce costs, simplify billing, and improve customer service.

Strengths

- **Lexmark Cloud Services:** Over the years, Lexmark has assembled a full range of MPS capabilities and services, all of which have now been made available through cloud-based implementation. The Lexmark Cloud Services platform for MPS was recently introduced to help remove the need for on-premises infrastructure while providing support for Lexmark's full suite of MPS capabilities, including print release, remote diagnostics and service/support, configuration management, and cloud-based workflow solutions. At the same time, Lexmark's MPDS programs provide capabilities that extend well beyond cloud print management into other key areas, including cloud-based secure scan and print, intelligent capture and workflow automation, ECM, and document management.
- **Global IoT system:** Lexmark has invested heavily in creating a global IoT infrastructure to automate many of the most labor-intensive tasks associated with managed print and document services. The Lexmark Global IoT System is a full-function asset management application optimized for managing the life cycle of output assets. Lexmark's extensive solutions portfolio and print market experience combined with investments in the company's IoT platform and cloud-based infrastructure create a strong foundation for service delivery.
- **Verticalized market approach:** Lexmark maintains a well-aligned sales force geared at supporting both direct and indirect MPS engagements. Lexmark provides one of the industry's deepest benches of verticalized subject matter experts, including industry and professional consultants, technical specialists, solutions specialists, and security specialists.
- **Shifting print infrastructure to the cloud:** Lexmark Cloud Print Management (CPM) for Enterprise is a fully managed cloud-based print service that allows organizations to offload the physical infrastructure required to support the print environment. With Lexmark CPM, customers can reduce IT burden while enabling a more stable, flexible, and secure print environment. This approach is especially valuable to highly distributed organizations that need to enable printing for the remote/hybrid workforce but have fewer requirements for on-premises print infrastructure.

Challenges

- Lexmark has built a formidable business targeting enterprise accounts with its direct MPDS solutions and services. Lexmark needs to continue to expand into the SMB market by educating and empowering channel partners to effectively sell and deliver its portfolio of cloud-based print and document services.
- Lexmark will need to continue to educate its existing enterprise customers on its new cloud-based offerings and get them to move from on-premises MPDS engagements to a cloud services model.

Consider Lexmark When

Lexmark is ideal for large enterprises and midmarket companies looking for a vendor that can provide comprehensive cloud-based MPDS capabilities and consistent global service delivery. Lexmark should also be on the short list of vendors when vertical-specific expertise is required. Lexmark's experience and proficiency in specific industry verticals have positioned the firm as a strong contender for any implementation where integration with specific business applications is required.

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. This 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
- Outsources 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

- *IDC FutureScape: Worldwide Intelligent Content Services and Knowledge Management 2025 Predictions* (IDC #US52170324, October 2024)
- *Key Sustainability Trends for Managed Print Services Tech Buyers, 2024* (IDC #US51982124, September 2024)
- *Market Analysis Perspective: Worldwide Next-Gen Document Services, 2024* (IDC #US51495824, September 2024)
- *Worldwide and U.S. Managed Print and Document Services and Basic Print Services Market Shares, 2023: Market Stabilizes as Revenue Mix Continues to Shift* (IDC #US51495624, July 2024)
- *Worldwide and U.S. Managed Print and Document Services and Basic Print Services Forecast, 2024–2028* (IDC #US51495724, July 2024)
- *Understanding AI and Its Role in the Future of Print and Document Services* (IDC #US52262324, June 2024)
- *IDC PlanScape: Print Modernization to Enable an Effective Hybrid Workforce* (IDC #US51982024, June 2024)
- *IDC MarketScape Criteria: Worldwide Cloud Managed Print and Document Services Hardcopy 2024 Vendor Assessment* (IDC #US52053424, May 2024)

Synopsis

This IDC study evaluates the global market for cloud-based managed print and document services (MPDS), highlighting the shift toward cloud infrastructure to enhance agility, security, and cost efficiency. It emphasizes the importance of AI, security, workflow automation, and sustainability in modernizing print environments. The study identifies key vendor capabilities and strategies, providing insights for businesses to select suitable partners for their digital transformation and hybrid workforce needs.

"Implementing a cloud-based managed print and document services program can help organizations modernize print infrastructure, enhance security, and support the evolving needs of the hybrid workforce," says Robert Palmer, research vice president, Imaging, Printing, and Document Solutions group, IDC. "Today's cloud-based MPDS programs can help businesses drive innovation across the print and document environment by leveraging agile, data-driven platforms to ensure access to print and create better user experiences."

ABOUT IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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