

6 TRENDS TO CONSIDER WHEN CHOOSING IMAGING DEVICES

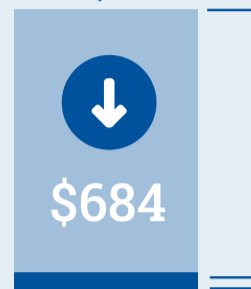
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at your side

1

Declining Need for A3 Devices

- A3-sized output is typically in the small single digit percentages of all output

\$10,738



- A3 MFP hardware unit shipments in the U.S. is around 25%
- Market is transitioning: Average selling price of a laser A4 MFP is \$684; laser A3 MFP is \$10,738
A4 = fraction of the cost of A3

KEY TAKEAWAY:
Complement your line-up with A4 devices

2

Print Security

Printers and MFPs are often overlooked for security vulnerabilities. Do your printer security features protect your devices, documents and network?

- Consumer and office printers generated over **1 Trillion** combined pages in the U.S. in 2019. **These pages represent a significant risk for unauthorized use.**
- Does your printer fleet have the latest manufacturer firmware to ensure the highest level of security?



KEY TAKEAWAY:
Implement a multifaceted printer security approach

3

Workflow Efficiency and Customization

- Print devices should be compatible with business workflows in two areas:

- Built on an open architecture that enables easy integration with software solutions
- Should have a customizable control panel to **simplify frequent workflows and tasks**



KEY TAKEAWAY:
Customization is key

4

Document Management and Compliance

- Print devices should be designed to help you to meet legal and compliance requirements



KEY TAKEAWAY:
Ensure integration with leading technology applications

5

Mobility and Connectivity

- Features that enable employees to **work anywhere and at any time** are requirements
- Managed cloud services are expected to grow to nearly \$34.4B by 2023 in North America



- In 2019, more than 262M mobile computing devices shipped in North America

KEY TAKEAWAY:
Make mobile functionality & cloud support a requirement

6

Support for End Users & Channel Partners

- Customer service and support are key for initial sales and long-term customer loyalty
- Think about potential issues upfront: **Minimize downtime and get a step ahead**



KEY TAKEAWAY:
Ensure your print provider prioritizes customer service

HOW CAN BROTHER HELP?

Brother can help meet the changing needs of businesses with a range of Brother Workhorse printers, MFPs and scanners, as well as custom workflow solutions.

LEARN MORE

Download the IDC Vendor Spotlight, "As the Workplace Evolves, How Will Printers and MFPs Stay Relevant?"