THINKING BEYOND PRODUCT SPECS:
What should your business be looking for in a document imaging equipment?

As emerging technologies and the COVID-19 health pandemic are shifting employee expectations for the workplace, now is the time for businesses to consider updating their print environment.

IDC ANALYZE THE FUTURE

A recent IDC Vendor Spotlight (May 2020), **"As the Workplace Evolves, How Will Printers and MFPs Stay Relevant?"**, sponsored by Brother, highlights market and industry trends and discusses how the print environment must evolve to meet them.

When considering document and imaging equipment,
businesses should factor these six trends into their buying decisions:

1 Declining Needs for A3 Devices:
Most businesses no longer need the additional features that many A3 print devices offer.

- Many offices continue to invest in A3 devices, even though the need for 11x17" output is in the small single digits, overall copy/print volumes are flat to declining, and finishing requirements have lessened.

$10,738

$684

- U.S. market is transitioning to A4 devices with smaller footprints due to A4 capability enhancements and much lower acquisition costs.

- Average selling price of A3 MFP is $10,738
- Average selling price of A4 MFP is $684

2 Print Security:
With 24 x 7 access to content, it's imperative for businesses to implement top-of-the-line security measures.

- U.S. page volume data indicates that consumer and office products combined generated over 1 trillion pages in 2019.
- Any of these pages could be vulnerable to unauthorized use and could lead to damaging consequences.

- Print security could be a major reason for companies to update their printer fleet.
- At a minimum, business printer fleets should have the latest manufacturer firmware to ensure the highest level of security.

Printers and MFPs are often overlooked for security vulnerability, but they shouldn't be.

3 Workflow Customization:
Businesses need print devices that they can adapt to their unique workflows. Today's print devices need to be compatible with business workflows in two areas:

- Devices should be built on an open architecture that enables easy integration with software solutions.
- Devices should have a customizable control panel to simplify frequent workflows and tasks.

Print devices should offer support for the following:
- Mobile printing and scanning
- Printing from/scanning to the cloud
- Secure scanning to various repositories and channels
- Device/user authorization
- Auditing device usage and recovering print costs
- Supplies/support automation

4 Mobility and Cloud:
Mobile and cloud support are essential printer requirements to enable employee productivity no matter where they are working - at the office, home, or in the field.

262 Million

- In 2019, more than 262 million mobile computing devices—notebook computers, smartphones, and tablets—shipped in North America.
- Managed cloud services are expected to grow to nearly $34.4 billion by 2023 in North America.

5 Document Management and Compliance:

Print devices should be designed to help businesses meet their legal and compliance requirements.

- Highly regulated industries should ensure their document related practices meet legal and compliance standards.
- Equipment should support horizontal managed services and document management applications (e.g. Kofax). This will enable print behavior to be tracked and managed for cost and efficiency purposes.

6 Support for End Users and Channel Partners:

Customer service and support are key considerations in initial sales as well as long-term customer loyalty.

- Employees and IT personnel often don't think about their print environment until there's a problem.
- Support from print device providers must be immediately available to minimize downtime.
- The after-sale experience should include high-touch customer service components such as extended product warranties, an experienced field support team and free support over the life of the product.

How Brother can help:

Brother offers the Brother Workhorse Series, which includes A4 monochrome and color laser printers and MFPs, and scanners that are designed to meet the needs of today's businesses. The printer models feature capabilities typically only available in more expensive A3 devices. Benefits include:

BROTHER WORKHORSE SERIES

Scalability: Brother Workhorse Series devices can handle demanding print environments, with optional additional paper trays and select models offering finishing options.

Mobility: Brother devices have built-in solutions and integrate with third-party applications to help meet remote workgroup demands.

Workflow: Brother solutions make it easy for businesses to streamline their processes and customize workflows at the device, helping to improve employee productivity.

Document management and compliance: Brother has a robust offering of Brother-developed and third-party solutions to address business document processes.

Print security: Brother offers three robust levels of security—at the device, document, and network levels—to improve document and data security.

Support: Brother offers unparalleled support, including extended warranties, a next business day exchange service, print assessments and analyses, and free support over the life of the product

Value Print Program: This program provides discounts on Brother Genuine Supplies and a two-year limited warranty upgrade on select hardware models

Special Solutions Team: This team assesses a business' unique needs and develops customized solutions to meet those needs.

To learn more, download the IDC Vendor Spotlight, "As the Workplace Evolves, How Will Printers and MFPs Stay Relevant?"

Source: IDC Vendor Spotlight, sponsored by Brother International Corporation, As the Workplace Evolves, How Will Printers and MFPs Stay Relevant?, May 2020