

ANALYSIS

MARKET INSIGHTS

MANAGED PRINT SERVICES – NORTH AMERICA

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Introduction

Managed print services (MPS) are an integral part of the print industry, providing OEMs and independent dealers with a steady stream of (somewhat) predictable revenue while also helping them to cement relationships with customers. From the customer's vantage point, outsourcing the day-to-day management of the printer fleet and associated supplies can free up IT and other personnel to focus on more immediate tasks. Moreover, as the MPS landscape has matured, providers have added much more than core device placement, break/fix service, and supplies replenishment. While those basic MPS contracts still exist, today's more comprehensive MPS programs weave in print management, document services, and cloud infrastructure.

Earlier this year, Keypoint Intelligence fielded a proprietary study to ascertain what the major players are offering in this space. For the study, we invited the leading document imaging OEMs to answer an in-depth questionnaire and optionally provide a briefing to our analysts focused on the advanced MPS programs they offer directly and through their dealer partners. (Note that some vendors refer to it as "Managed print as a service" or "MPaaS".) The study assumed that each vendor's program included the "table stakes" MPS inclusions of meter collection, consumables replenishment, as well as remote and on-site service of devices. Instead, we focused on advanced offerings such as a program's ability to support home-based workers, print management features (such as secure pull print and mobile printing), document workflow capabilities, and suitability for "zero trust" network environments. Also note that we did not address any managed IT services (MITS) an OEM might offer under a separate contract, as that will be the topic of a future study.

Overview of Managed Services Sub-Segments

In an MPS engagement, the service provider takes responsibility for a client's print infrastructure. A carefully crafted MPS program is still a bread-and-butter offering for office equipment manufacturers and their partner resellers. Onboarding an MPS account converts a "transactional" customer into a relational one, which opens the door for ongoing sales in all areas a vendor offers. Keypoint Intelligence divides this market into three primary sub-segments: supplies break/fix engagements, basic MPS engagements, and advanced MPS engagements. While supplies break/fix engagements strive to move customers away from a transactional purchase to a managed contract purchase, basic MPS is focused on optimizing the devices under a contract. Advanced MPS places an additional emphasis on improving business processes under the contract.



Table 1: Overview of the Three MPS Sub-Segments

Supplies Break/Fix Engagements	Basic MPS Engagements	Advanced MPS Engagements
MPS that are mostly driven with a supplies contract; these services may include break/fix services as an option or include them as part of the contract.	MPS that are driven with a total print management approach; this includes supplies, hardware, and break/fix services. These services include continuous optimization of the output environment.	MPS that includes advanced solutions such as workflow, document management/managed document services, or security services as part of the MPS engagement in addition to supplies, hardware, and break/fix services.
Concept: Move customers away from transactional purchase to a managed contract purchase.	Concept: Manage and optimize the entire fleet of output devices under contract.	Concept: Manage and optimize the entire fleet of output devices and improve business processes under contract.

As shown in the table above, managed document services (MDS) are part of advanced MPS engagements. These are services related to document-centric processes and workflows that extend beyond the realm of print. A well-crafted MDS program can help a customer maximize productivity by providing organizations with the tools and know-how to store, find, share, and effectively manage the information that is too often trapped in silos spread throughout the organization. A natural follow-on to MDS, business processes services (the umbrella term we have used in this study) consider the entire ecosystem of content, people, workflows, and endpoints with the goal of streamlining how each interacts with the structured and unstructured data critical to business success.

Vendor Evaluation Methodology

For our managed services evaluation, we invited all leading document imaging OEMs to complete an exhaustive questionnaire detailing their relevant MPS offerings and future visions. OEMs that opted to participate were also asked to make key personnel available for in-depth interviews with our analyst team to give a more complete picture of the vendors' strategies for these managed services markets. Keypoint analysts then applied a scoring rubric to determine the relative rankings for each participant. When the math was done, Xerox Corp. stood out from a strong field.



Vendor Evaluation: Xerox Corp.

Overview

Xerox has a variety of MPS offerings that span all segments: from basic MPS to advanced MDS to full workflow automation and business process services. Notably, it offers this wide portfolio for its direct customers as well as through its network of authorized Xerox channel partners. The company provides a global, integrated, and comprehensive portfolio of tools to support dealers and its own MPS direct sales force. These tools provide end-to-end MPS services that let dealers manage print effectively throughout the MPS lifecycle, and include multi-vendor support, a global view of operating performance, device configuration, and security. All of this makes MPS tasks (such as data collection, consumables monitoring and supply, asset configuration, as well as security provision) easier, more efficient, and less time-consuming.

Our study also revealed that Xerox has risen to the challenge of the last two years and supports home workers with break/fix support, consumables replenishment, and print tracking—the service level of which can be tailored to an organization's needs. This means organizations can tailor an MPS contract that meets the needs of all its employees, wherever they work.

Strengths

Xerox has fully embraced a cloud-first development path for MPS, which enables its tools and services to be available to Xerox's partners and to direct customers around the world. Plus, its MPS offering is FedRAMP authorized, so users can be confident their data is safe because it meets the US government's rigorous and extensive security requirements for a cloud-hosted solution.

The cloud-first strategy enables organizations to support remote workers as easily and effectively as their office-based workers. Xerox can provide a variety of small-footprint devices ideal for home offices that allow workers to connect to and use Workflow Central's automation and productivity tools. Xerox supports remote workers with a range of MPS services. For example, the "white glove" service includes full break/fix support, consumables replenishing, and reporting while the entry level service provides consumables from Xerox's Everyday Toner program to support any device brand that a remote worker uses. Other solutions include:

- ◆ Xerox Workplace Cloud Print Tracker for monitoring remote workers' print use
- ◆ Workflow Mapping tool for improving the efficiency of an organization's business processes



- ◆ Capture & Content Services for intelligently classifying, extracting data from, and routing documents that businesses have captured digitally

Customer service is a key part of Xerox's offering. Xerox Services Manager (XSM) is the hub of the Xerox MPS tool suite and is used for monitoring devices and supplies/service incident management.

XSM expedites service requests and resolutions thanks to predictive analytics, proactive alerts, and activity logs. Xerox employs multi-lingual and international service centers to provide big tech problem-solving with a local feel. In addition to artificial intelligence, Xerox can also employ its CareAR augmented reality platform to triage issues and solve them remotely, as well as dispatch an engineer should an onsite fix be needed.



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