

Managed Print Services, 2024

How MPS is supporting workplace transformation



Executive summary

In today's hybrid work environment, managed print services (MPS) remain a key enabler for driving efficiency, improving security, lowering environmental impact, and enhancing workflow automation. As organisations embrace AI, cloud technology and accelerate their digitisation initiatives, MPS suppliers must deepen their expertise in adjacent technology areas to support the broader transformation that MPS can deliver. This includes document workflow automation, AI-enabled analytics, and intelligent document processing (IDP), which can all improve business outcomes from traditional MPS engagements.

Quocirca's MPS 2024 study reveals that cybersecurity, AI, and cloud computing are top technology investments. With hybrid work now embedded into the workplace, there is a growing need for MPS suppliers to deliver effective workplace technology for hybrid work environments, ensuring security while not impacting user productivity. Meanwhile, organisations are planning technology refreshes to embrace AI-powered PCs. This is set to drive significant opportunities for MPS providers to offer more advanced services. Quocirca's research shows that 95% of companies plan to refresh their technology to embrace AI-enabled PCs in the next year, and 73% of those planning to refresh their PCs say they will also refresh their printer fleet at the same time.

While leading MPS providers already leverage AI for predictive maintenance and support, they can also use it to offer advanced analytics to improve device optimisation, identify opportunities for digitisation, and help secure devices and documents.

In terms of top drivers for MPS, lowering environmental impact (average score of 4.45 out of 5); improving security (average score of 4.22) and service quality (4.16) are top drivers. However, MPS is underperforming when it comes to rating the effectiveness of MPS for lowering environmental impact, receiving an average score of 3.9. Security also underperforms (3.98) and, notably, reduced cost (3.88).

Nevertheless, overall satisfaction rates with MPS providers are relatively positive. Overall, 48% of organisations are very satisfied and 44% quite satisfied with their MPS provider. Midmarket organisations are most satisfied (57%) and organisations in the US (52%). Just over a quarter (26%) say that they definitely plan to change provider at the end of their contract, with 39% saying that they will potentially change provider.

The commoditisation of MPS services is a growing challenge for providers. With the core services available across many suppliers, customers face an increasing number of options, leading to lower loyalty. As competition in the MPS sector intensifies, customers expect higher levels of service and support. Ultimately, MPS providers that fail to deliver exceptional customer experiences risk losing clients. Proactive support is key, with customers valuing this over reactive support. Also, with cybersecurity front of mind for many organisations, customers prioritise security and compliance. MPS providers with weak security measures or outdated compliance practices risk losing customers.

Quocirca's research also reveals that the top selection criteria for MPS providers are IT expertise (42%), cybersecurity expertise (33%), and workflow automation expertise (31%). To support digital transformation, customers are increasingly adopting new technologies. MPS providers that fail to adapt and offer relevant services may become obsolete. Equally, the rise of AI and automation is changing the MSP landscape. Providers that do not leverage these technologies to improve efficiency and service delivery may fall behind.

To mitigate these risks, MPS providers must build strong customer relationships, differentiate their services, and invest in emerging technologies. Additionally, they should prioritise cybersecurity and compliance to protect their clients' data.

This report highlights the findings from Quocirca's primary research study, conducted in July 2024 across 500 organisations with over 250 employees using MPS in the UK, France, Germany, and the US. The report also includes detailed profiles of the key MPS providers and their service offerings, as well as a vendor landscape of the market leaders and strong players.

Please note that this is an excerpt of the full MPS Vendor Landscape, which is available from www.quocirca.com.

Key findings

- **Cybersecurity, AI, and cloud computing are the top technology investments for the coming year.** Overall, 66% expect investment in cybersecurity to increase, rising to 70% among large organisations and 71% in the UK. This is followed closely by AI, where 64% overall plan to increase investment, rising to 70% in the midmarket, 70% in the professional services sector, and 75% in the UK. Cloud computing is in third place (56%). While less than half (48%) overall report that they will increase investment in their print infrastructure, this rises to 52% in the US and midmarket organisations. Overall, 48% of respondents expect that print and imaging infrastructure investments will increase in the coming 12 months.
- **This rise in hybrid work continues to impact print volumes.** While 76% report that print remains important to their business, on average, respondents estimate that print volumes are 55% of pre-pandemic levels, with variations by organisation size, sector, and region. However, there are some encouraging signs, with office print volumes expected to grow by an average of 4% in the coming year compared to 2023.
- **Hybrid work models create print management challenges around cost and security.** The top three challenges include reducing the environmental impact of printing (38%), cost control (38%), and security (36%). Notably, environmental impact has moved into joint first place with cost control from third place overall last year, reflecting growing concerns about reducing the environmental costs associated with a distributed print infrastructure. Security is by some margin the biggest challenge for midmarket organisations (46%), compared to 31% for SMBs and large enterprises.
- **Security, hardware refreshes, and workflow solutions are top print technology priorities.** Security (26%), hardware refreshes (23%), and workflow solutions (23%) are the top three print management priorities for the coming year. Implementing security solutions is the top priority in the UK (31%), midmarket (28%), and industrial sector (29%). A significant majority (79%) intend to upgrade their PCs to leverage AI capabilities within the next year. This is also set to spark a print technology refresh, with 73% planning to update their printer fleet alongside their PC technology refresh.
- **The majority are looking to standardise on a single MPS provider.** Most respondents (58%) are using a single MPS provider to manage a standardised fleet, with a further 27% having a multi-vendor fleet managed by a single MPS provider. Most (64%) of those with a multi-vendor fleet plan to standardise their fleet. The average number of print devices managed under an MPS is just under two thirds (64%). This rises to 69% for large organisations.
- **Online purchasing of home and office printers is widely prevalent.** Overall, 69% of organisations have purchased an office printer online in the past year, and 62% have bought a home printer, with 20% saying they plan to do so in the coming year. This is most widespread among mid-sized organisations (500–999 employees) that report they have purchased office (75%) and home printers (70%) online. Such printers risk not being included within existing MPS solutions, which can lead to security implications, data breaches, and financial and reputational costs.
- **Just under half of organisations are very satisfied with their MPS provider.** Overall, 48% of respondents state that they are very satisfied with their existing MPS provider, with a further 44% saying they are quite satisfied. Over a quarter (26%) state that they will definitely be changing provider at the end of their contract. This rises to 29% in the US and 30% in mid-sized organisations. Overall, a further 39% say that they will potentially change providers.
- **IT expertise is the top selection criterion for an MPS provider.** IT (42%), cybersecurity (33%), and workflow automation expertise (31%) are the top three selection criteria for MPS providers. IT expertise rises to 44% in Germany, 48% in mid-sized organisations, and 45% in professional services and finance. Cybersecurity expertise is most important to US organisations (36%) and SMBs (36%). Almost half (48%) of respondents state that they already use a single supplier to manage their IT and print environments. A further 43% state that they are open to such an approach.
- **The MPS market continues to shift towards workplace transformation.** Leading MPS vendors that offer data-driven approaches to enable organisations to enhance security and lower their environmental footprint through integrated print and capture platforms are best positioned to support their customers' workplace transformation journey. This report includes an analysis of the leading and major players in the market.

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Quocirca MPS vendor assessment

Quocirca's vendor assessment is based on a range of criteria that determine an overall score for market presence and completeness of offering. Each score is based on a scale of 1 to 5, where 1 is weak and 5 is very strong. This evaluation of the MPS market is intended as a starting point only. Please note that Quocirca's scoring is based on an unweighted model, although prospective buyers may wish to weight the scores to meet their own specific needs.

Strategy criteria

- **Enterprise customers.** The strength of the vendor's global enterprise customer base.
- **Vision and strategy.** The comprehensiveness of the vendor's MPS strategy, the quality of its overall value proposition, and its evolutionary vision for MPS.
- **Maturity of offerings.** How long the vendor has been active in the market and how developed its offerings are.
- **Geographic reach.** A vendor's geographical reach, via either direct engagement or partners or channels.
- **Market credibility.** The effectiveness of the vendor's initiatives to promote its brand, increase awareness of its service offering, and influence market development. This also includes the clarity, differentiation, and internal/external consistency of the vendor's market messages.
- **Alliances and partnerships.** The strength of the vendor's partner and alliance network.
- **Investment and dedicated resources.** The vendor's investment in its MPS portfolio and resources and innovation that will add improvements in approach, processes, or service offerings.

Completeness of offering criteria

- **Modularity of services.** The flexibility and scalability of the service portfolio to provide a customised offering.
- **Breadth and depth of service offering.** The range of services available, including complementary ones such as business process and IT services.
- **Help-desk capabilities.** Centralised help-desk capabilities and integration, remote diagnostics, and support.
- **Production printing.** Central reprographics department (CRD) or print-room services to support high-volume printing requirements.
- **Multi-vendor support and maintenance.** The vendor's ability to service and support third-party products.
- **Reporting.** The breadth and depth of capabilities to provide analytics and reporting.
- **Workflow automation.** Capabilities and expertise for business process automation – both software solutions and business process services. This includes solutions to support document capture, routing, and integration with enterprise content management (ECM) systems.
- **Industry solutions.** Ability to offer industry software solutions in key vertical markets and industry alignment of the sales force.

Figure 1 represents Quocirca's view of the competitive landscape for MPS vendors. Please see the Methodology section for details on vendor inclusion and exclusion criteria.

- **Market leaders.** Vendors that lead the market in both strategic vision and depth of service offering. Leaders have made significant investments in their service portfolio and infrastructure and are supported by strong delivery capabilities.
- **Major players.** Vendors that have established, proven offerings and are continuing to develop their solutions service portfolio. These vendors tend to be primarily channel-centric in their go-to-market approach.

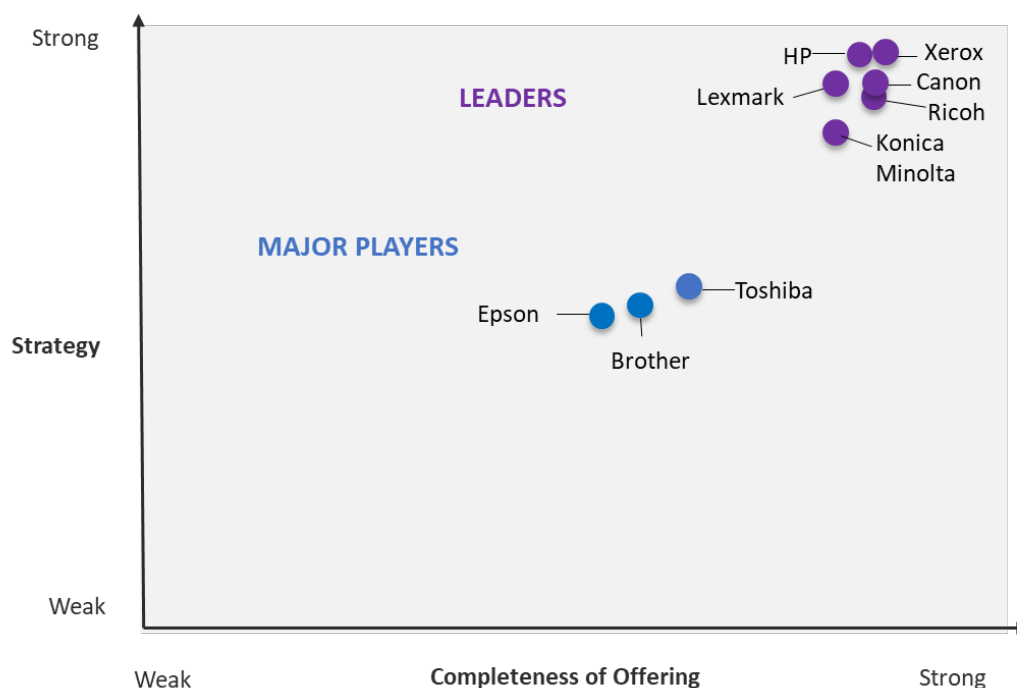


Figure 1. Quocirca MPS Vendor Landscape, 2024

The Quocirca Vendor Landscape is a graphical representation of Quocirca's opinion of the market and based on Quocirca's scorecard methodology. This information is provided as a visual representation only and should be combined with other sources to determine the suitability of any vendor. Quocirca does not endorse any vendor, product, or service. Information is based on the best available resources, and opinions reflect judgment at the time. All opinions are subject to change.

Vendor profile: Konica Minolta

Quocirca opinion

Konica Minolta has retained its leadership position in Quocirca's 2024 assessment of the MPS market. With a global, unified portfolio of workplace services and a strong focus on AI-enabled information management, Konica Minolta is well positioned to meet the diverse needs of both SMB and enterprise customers. The company has recently evolved beyond traditional MPS, developing a robust set of services aimed at digital workplace transformation.

Konica Minolta's Intelligent Connected Workplace (ICW) portfolio leverages its expertise in digital transformation services, covering areas such as cloud services, security services, managed IT, managed application services, information management, and workflow and automation services. To support the delivery of its broad ICW portfolio, Konica Minolta operates several strategic partnerships. These include Microsoft, a global partnership established in 2021 when Konica Minolta attained Microsoft Global Managed Partner designation, which enabled it to develop industry-specific solutions and services and deliver IT cloud services and products. Other partnerships include M-Files, Y Soft, Hyland OnBase, and Tungsten Automation.

Recognising the growing role of AI in MPS-related services, Konica Minolta is expanding its AI strategy to enhance business automation for customers. The company established the Digital Workplace Business Unit within its broader Digital Transformation Solutions Development Centre in the past year. This unit is developing a range of AI-enabled solutions, including data capture, robotic process automation (RPA), content management, business process management, and optimisation.

Konica Minolta also offers a range of expanded sustainability services. These include the bizWORKPLACE Total Cost of Ownership (TCO) assessment tool, which enables customers to monitor the energy consumption of each MFP; the bizhub Refreshed programme, which offers refurbished devices; and the Clean Planet recycling programme.

The company is well positioned to drive further innovation, particularly around hardware, through its recent joint venture with Fujifilm. In July 2024, Fujifilm Business Innovation Corp. and Konica Minolta, Inc. announced that they had formed a joint venture to coordinate the procurement of raw materials and parts. This includes developing toner, optimising procurement activities, and realising production efficiencies across printers and MFPs. The company says the alliance will help cement its position as a provider of A3 MFPs and associated services – both of which are central to sustaining the delivery of the ICW services portfolio.

Konica Minolta's ICW offering is a particularly good choice for SMB and mid-size customers, where it has the strongest footprint. Its offerings are well suited to this segment, and while Konica Minolta offers a globally consistent approach, regional offerings may vary, particularly between the US and Europe.

Service offerings

OPS Backbone Platform

Konica Minolta's OPS Backbone Platform provides a cloud-based global remote monitoring and automated service provisioning solution for Konica Minolta-branded and third-party MFPs. It fully integrates with the company's corporate ERP applications to provide seamless customer support and break-fix solutions.

Konica Minolta believes that applying AI to MPS-related services will result in significant growth over the coming years. It has integrated AI capability into its OPS Backbone infrastructure to provide efficiencies in service delivery through optimised just-in-time consumables management and predictive device maintenance. The vendor leverages partner-developed software and associated infrastructure to provide the necessary device MIB data that enables it, its distributors, and its dealers to deliver Konica Minolta-branded AI-powered MPS services to end customers.

Security

In April 2024, Konica Minolta launched 21 new bizhub i-Series A3 MFP and A4 printers. These include an advanced firmware upgrade that delivers greater protection against malicious activity and a new Authentication Attack Detection function that blocks brute-force attacks. Konica Minolta's latest devices also include the bizhub SECURE service, which can be activated on-premises or via the cloud to provide an extra layer of protection. Customers can also leverage Bitdefender antivirus protection to deliver additional layers of security. The company continues to invest in its Shield Guard cloud-based service for security setting monitoring and management for bizhub MFPs.

In the US, investment in security technology has centred on the ongoing development of Advanced Authentication Manager (AAM), which employs user biometric identification rather than the standard passwords or potentially insecure IC cards for print management applications running on bizhub devices. In addition, it provides functions required for maintaining security, such as device and user management.

Konica Minolta also offers consultancy services and a range of tailored security measures to help customers achieve document and data security.

Cloud print services

Konica Minolta offers three main cloud-based print solutions, each offering a range of options, functions, and cost profiles that fully meet the needs of current and future customers.

- **Workplace Pure.** This proprietary platform, available in Europe, is a device-agnostic services platform that provides access to a broad range of services including document translation, cloud print and cloud fax.
- **YSoft SAFEQ Cloud.** This is Konica Minolta's globally sold and supported cloud print platform. SAFEQ Cloud is an all-in-one, cloud-native, multi-tenancy print management and scanning solution.
- **Paragon Cloud 2.0 (US).** Konica Minolta's Paragon Cloud 2.0 offers cloud-based secure printing, multi-vendor support, and network printer auto-find, based on the YSoft SAFEQ Cloud architecture.

Sustainability services

- **bizWORKPLACE.** Konica Minolta's bizWORKPLACE MPS assessment tool is used globally to provide current-state cost estimates and design optimised MPS solutions for direct customers. It also enables Konica Minolta to assess and report on the green credentials of its MPS solutions, providing customers with information around the environmental impact of office printing activities.
- **bizhub Refreshed.** This programme gives customers access to refurbished bizhub MFPs at a lower price than for equivalent new devices. Konica Minolta follows a standardised Europe-wide process to ensure the refurbished devices do not compromise on performance and quality.
- **Clean Planet Program.** Consumables, which are classed as e-waste, must be disposed of in a regulatory-compliant way. This programme enables consumables to be recycled or reused. According to Konica Minolta, the programme enables it to convert 87% of waste into secondary raw materials.
- **Indoor Air Quality.** Konica Minolta has developed dedicated, high-performance filter devices (or air cleaning units) for its office products that simultaneously ensure high particle emission reduction and optimise airflow so devices work efficiently and reliably.

MPS pricing

- **Flexible pricing.** Konica Minolta offers flexible pricing through OneRate. OneRate simplifies, streamlines, and reduces print costs, providing predictability, reliability, dependability, security, and safety. OneRate also provides expert remote and on-site support, consistent monthly invoices, and

100% billing accuracy, eliminating metre reads, overage charges, reconciliation, escalators, hidden fees, and variable costs.

Strengths and opportunities

Strengths

- **AI-enabled MPS platform.** Konica Minolta has restructured its support infrastructure (OPS Backbone Platform) to enhance support for ICW customers. This includes advanced remote diagnostics employing AI to predict and pre-empt equipment, infrastructure and/or solution failures – and is central to support expertise. Further developments include Konica Minolta's AIRe Link visual remote support tool and site-based resource to support mission-critical processes and infrastructure.
- **Comprehensive digital transformation portfolio.** Konica Minolta has effectively transitioned beyond traditional MPS to deliver a wider suite of solutions and services supporting customers' digital transformation. Under the ICW brand, which includes Cloud Services, Security Services, Managed IT Services, Managed Application Services, Information Management Services, Workflow and Automation Services, and 'traditional' MPS, Konica Minolta has established a strong and mature portfolio of products that are customisable for businesses of all sizes.
- **Enhanced cloud and security offerings.** Cloud print services are an integral part of the ICW portfolio. Workplace Pure offers a range of cloud-based services, including conversion and translation, which can be combined with device-agnostic input and output services and various connectors. With its new bizhub devices, Konica Minolta has enhanced device security, complemented by its strong services offering, which includes bizhub SECURE and Shield Guard.

Opportunities

- **Deepen the sustainability service offering globally.** Konica Minolta offers a strong approach to circularity across its product life cycle (including devices and toners with recycled materials, the bizhub Refreshed programme, and the Circular Planet Program). However, there are regional variations in both services and messaging. While the TCO calculator is a useful tool, Konica Minolta should consider building a stronger proposition around sustainability, beyond the device, to encompass its broad range of digital workplace services.

Recommendations

Buyer recommendations

Quocirca recommends that buyers carefully evaluate MPS providers for their ability to deliver innovative services that support the full digital transformation journey across the print and digital workflow.

- **Evaluate modularity and flexible subscription service offerings.** MPS offerings vary considerably, especially for smaller organisations that will benefit from flexible subscriptions in which MPS providers can offer tailored solutions that align with customer needs. Look for flexible subscriptions that can adapt as requirements evolve, for instance, a basic MPS may be suitable for SMBs but should also be able to incorporate cloud-based workflow solutions, digitisation, application integrations, and other services that may be required as the company grows.
- **Ensure that the MPS contract supports devices for both home and office environments.** Using MPS is an important way for businesses to better manage and control their print activities across all of their employees in all of their working locations. Look for providers that can advise on and deliver home-office device provision, monitor usage and security patterns, and offer solutions that deliver closer collaboration between the home and office environment, including secure print management alongside consumables replenishment services. Reduce online purchasing of devices (whether shadow or authorised) by incorporating devices into MPS contracts to mitigate security risks caused by unmanaged devices that are purchased transactionally.
- **Select providers that prioritise cybersecurity.** Aside from the standard evaluation of MPS providers to ensure they conform with security certifications and accreditations, check that they can clearly articulate their approach to protecting devices from compromise to guarantee document, network, and user security. Evaluate cloud security models, gain clarity on identity access management integration with secure printing and capture solutions, and ask providers about their approach to security posture assessments and security incident management should a print-related data compromise occur.
- **Evaluate how cloud print services and solutions can lower both financial and environmental costs.** Select MPS providers that can demonstrate how a cloud platform provides ongoing, long-term support across both print and capture requirements. Consider serverless printing to reduce reliance on on-premise-servers, but ensure that functionality, data sovereignty, and data privacy requirements are addressed.
- **Create a roadmap for workflow automation to support broader digital strategies.** Select MPS providers that can demonstrate a coherent roadmap for digitisation that incorporates information management and workflow automation. MPS providers are well positioned to bridge the print and digital gap and provide effective support in this area. Consider standardising on MFP hardware to gain the benefits of proprietary and integrated hardware alongside specialised software in the information management space.
- **Leverage analytics data to deliver continuous improvement.** Ensure that the MPS provider not only delivers deep insight into device usage across a printer fleet but also uncovers valuable information to identify opportunities for improved automation and minimising of manual paper-based processes. Consider how AI is leveraged to support analytics beyond its current use for predictive maintenance and support.
- **Look for measurable sustainability benefits.** MPS providers are constantly enhancing their sustainability propositions around hardware circularity – including energy efficiency, longevity, and lower service interventions. Conduct in-depth environmental assessments across the existing fleet to identify outdated and inefficient hardware and work with the MPS provider to implement print management solutions to minimise wasteful printing and improve the environmental performance of the print environment as well as data to support environmental audits.

About Quocirca

Quocirca is a global market insight and research firm specialising in the convergence of print and digital technologies in the future workplace.

Since 2006, Quocirca has played an influential role in advising clients on major shifts in the market. Our consulting and research are at the forefront of the rapidly evolving print services and solutions market, trusted by clients seeking new strategies to address disruptive technologies.

Quocirca has pioneered research in many emerging market areas. More than 10 years ago we were the first to analyse the competitive global market landscape for managed print services (MPS), followed by the first global competitive review of the print security market. More recently Quocirca reinforced its leading and unique approach in the market, publishing the first study looking at the smart, connected future of print in the digital workplace. The [Global Print 2025 study](#) provides unparalleled insight into the impact of digital disruption, from both an industry executive and end-user perspective.

For more information, visit www.quocirca.com.

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