

Mastering IoT

The Big Data Opportunity for Print Manufacturers

Quocirca's Executive Briefing Report examines how print manufacturers and their partners can build long-term customer relationships through harnessing the power of analytics.



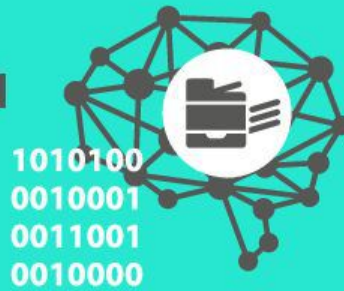
Source: Mastering IoT – The Big Data Opportunity for Print Manufacturers

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For more market insight please visit www.quocirca.com

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20 MILLION

lines of codes in an intelligent MFP



1010100
0010001
0011001
0010000

80 BILLION

the estimated number of IoT devices by 2025



40%

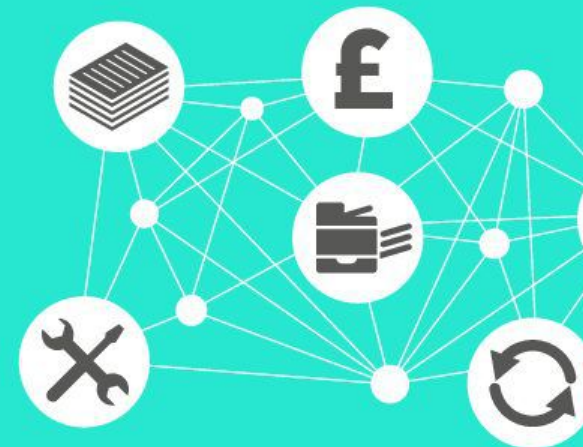
of businesses say investment in IoT is important between now and 2025



UNLOCKING THE ANALYTICS OPPORTUNITY

Manufacturers and MPS providers can exploit big data to deliver actionable intelligence to clients on:

- print usage
- cost
- security
- maintenance
- sustainability



1010100
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GROWING DEMAND FOR DATA ANALYTICS

Clients are demanding more analytic expertise from their MPS providers

43%

of end users say improving analytics is a critical or high priority challenge for their business

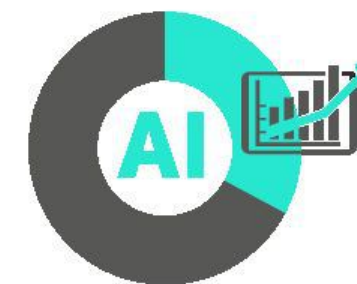


AN INTEGRATED FUTURE FOR PRINT

The future of print lies in the integration of IoT, machine learning and AI technologies

33%

of end users say the print industry should be investing more in AI

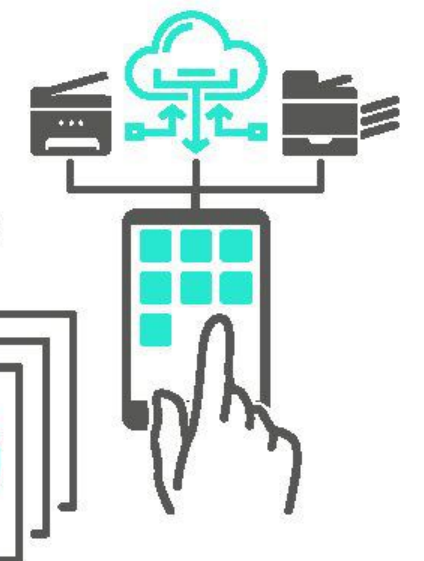


OPEN DATA POWERS THE PLATFORM ECONOMY

Successful MPS providers will embrace open data ecosystems where MFP data integrates into broader IoT platforms

78%

of industry executives recognise an open ecosystem of apps and software solutions is important for print



55%

of businesses say deep analytic expertise will be a key supplier selection factor by 2025



46%

of customers say machine learning and AI should be used to boost print security

