US Micro-MPS/Subscription Print for SMB Multiclient

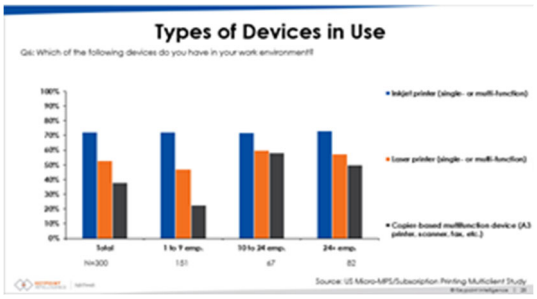
Objectives – Change this Forecast!
Scope
Methodology
MaxDiff features
How A 'MaxDiff' Survey Works
Deliverables

Key Findings and Recommendations

Key Findings
Key Findings
Key Findings
Recommendation

Web Survey Screen-Ins vs Screen-Outs

Web Survey with MaxDiff Analysis
Definition of subscription print used in this research
Population with and without subscription print services
Current Market Penetration
Screen-outs/Terminations – Types of Devices in Use
Equipment used by Screen-outs
Terminations – Last question
Subscription print services used by Screen-Outs

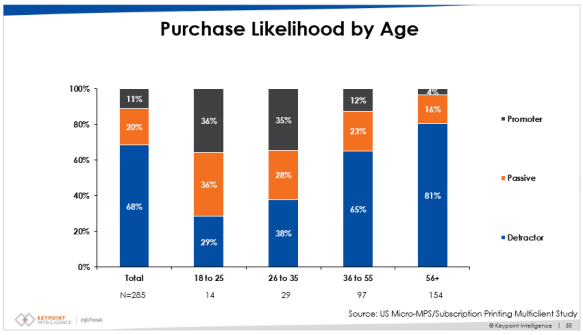


Web Survey Results

Results of Web-Survey and MaxDiff for respondents without a subscription print plan
Company Size – Number of Employees
Number of Employees who require regular access to a printing device
Number of print users
Types of Devices in Use
Familiarity with subscription print services – Company Size
Familiarity with subscription print services – Company Size
Familiarity with subscription print services
Number of print users

Familiarity with subscription print services – Number of people who need to print
Familiarity with subscription print services – Age of Decision-Maker
Familiarity with subscription print services – Age of Decision-Maker
Subscription Print Services respondent has heard of
Awareness of various examples of subscription print plans
Subscription Print Services respondent has heard of
Awareness of various examples of subscription print plans by size
Where would you go to learn about subscription print services?
Where would you go to learn about subscription print services?
Where would you go to learn about subscription print services?
Purchase Likelihood Ratings
Purchase Likelihood Classification
Where would you go to learn about subscription print services?
Based on Interest Prior to MaxDiff
Where would you go to learn about subscription print services?
Based on Interest AFTER MaxDiff
Information sources by level of purchase interest

Purchase Interest Ratings



Purchase Likelihood Ratings
Purchase Likelihood Classification
Level of interests and change in Interest
Purchase Likelihood – Before and After MaxDiff
Total Number of Employees
Purchase Likelihood – Before and After MaxDiff
Total Number of Employees
Purchase Likelihood – Before and After MaxDiff
Total Number of Employees who print
Purchase Likelihood – Before and After MaxDiff
Total Number of Employees who print
Before and After Changes
Net Change in purchase probability before and after MaxDiff
Net Change in purchase probability before and after MaxDiff
Purchase Likelihood by Age
Purchase Likelihood by Age of Decision Maker
Brands most comfortable for Subscription Print Services (Top two)

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Preferred Device OEM for a subscription print plan

MaxDiff Scores by Number of Print Users

MaxDiff Results: <2 Print Users
<2 Printing Employees
2 to 15 Print Users
2 – 15 Print Users
>15 Print Users
>15 Print Users
All three size groups share 4 top plan features

MaxDiff Scores by Likelihood to Purchase

Promoters
Promoters
Passive
Passive
Detractors
Detractors
All three Size groups share 4 top plan features
Commonality across the six groups

Summary of MaxDiff Scores

MaxDiff Top Features for All Respondents
Summary of total respondent plan desires

Market Potential Based on the Research

Market Potential for subscription print
Potential subscription print market share