

## Platforms and Apps: The Future of MFP Solutions

2018 Multi Client Study (US market)

2018年、米国企業のIT Decision Maker 400名を対象に、MFPにおけるApps利用に関するウェブ調査を実施しました。今後の製品/サービス開発のご参考になれば幸いです。

### ■調査目的：

#### 400件 (Web 調査) End-user / IT decision-maker survey and interviews to discover:

- ◆ Which MFP apps are most used and why
  - › Profile of companies (size, industry, departments)
- ◆ How apps are typically acquired and preferred acquisition methods
  - › Purchased, download for free, included in purchase price, others
- ◆ Which apps are needed and why, by industry type
- ◆ “Marketplace” self-service portal acceptance
  - › What is needed to increase popularity?
- ◆ Level of impact App availability/portfolio had on purchase decision
- ◆ Level of impact App availability/portfolio had on customer retention

#### 60件 (Web 調査) Channel survey and interviews to discover:

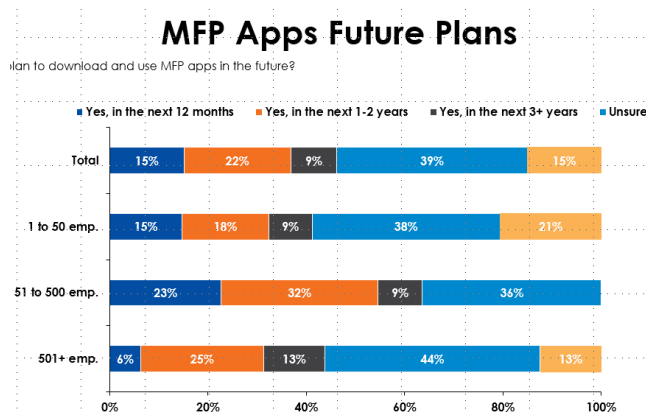
- ◆ Impact on MFP sales and how customers purchase, by brand
- ◆ Which apps are most used by their customers and why
- ◆ Impact on customer retention (“stickiness”)
- ◆ “Marketplace” usage and preferences
- ◆ Support experience and requirements
- ◆ Revenue generated
- ◆ Reselling app opportunities
- ◆ Preferred acquisition methods
- ◆ Training requirements
- ◆ Developer requirements

■完成：2018年10月

■価格：\$19,995 USD (税別)

### ■納品物：

- ・ 分析レポート(PPT)
- ・ 調査結果 チャート集(PPT)
- ・ 調査結果 tab データ (excel)



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