

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.

Contents

Executive summary.....	2
Key findings.....	3
Quocirca MPS vendor assessment.....	5
Vendor profile: Ricoh.....	7
Recommendations.....	10
Buyer recommendations	10
About Quocirca.....	11

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.

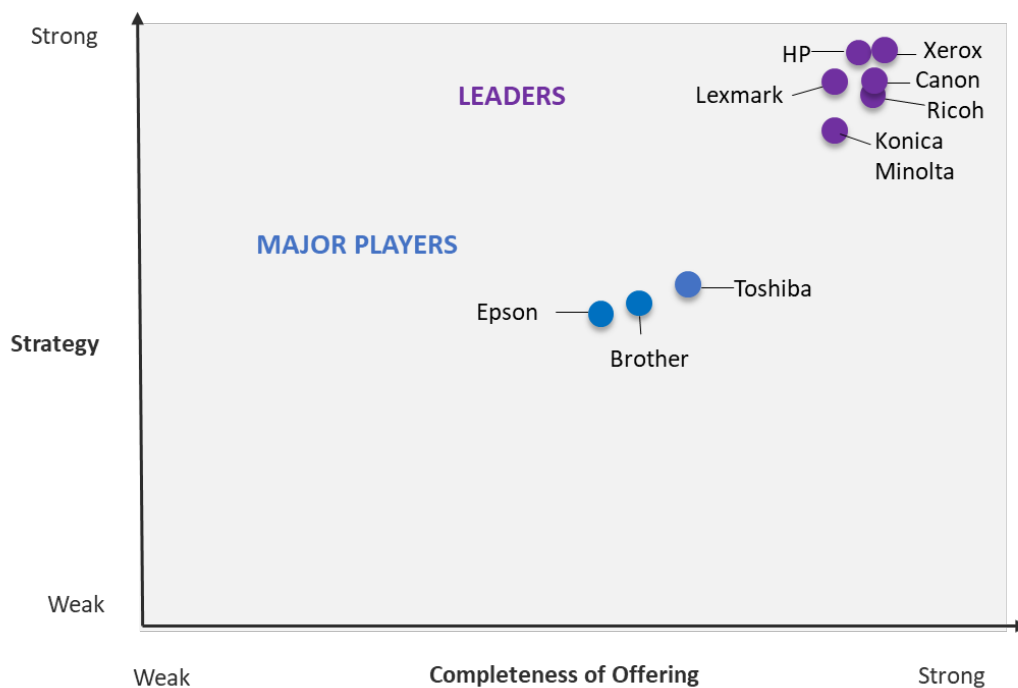


Figure 1. Quocirca MPS Vendor Landscape, 2024

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: Ricoh

Quocirca opinion

Ricoh has advanced its leadership in Quocirca's assessment of the MPS market in 2024. Over the past year, Ricoh has made a strategic shift towards digital services, focusing more on unifying its extensive range of workplace offerings. Its Workplace Experience portfolio includes Meeting Rooms, Space Booking, Smart Lockers, Smart Displays, and workplace IoT (Presence and Environmental Sensors). Ricoh has also standardised and simplified its Managed Print and Automation Services portfolio, taking a subscription, outcomes-based approach. At the core of this offering is its PaaS offering, which is tailored to meet the needs of all direct channel segments (small, medium, enterprise) and our broad range of channel partners.

Ricoh excels in global support and delivery through direct and indirect channels, underpinned by its global support centres. The company continues to deepen its expertise beyond its core print business by actively developing its portfolio through mergers, acquisitions, and strategic partnerships. Ricoh is committed to global investment in technologies and services. Recent examples include the IoT Command Center for unified asset monitoring and management services; Ricoh CloudStream for multi-vendor cloud print, scan, and device management; and Zabbix for remote monitoring and management of IT services, workstations, and infrastructure. These initiatives further enhance Ricoh's managed service capabilities.

Ricoh has crafted a comprehensive cloud strategy to help customers modernise their print infrastructure. Recognising the complexity of cloud deployment, Ricoh has embraced a hybrid approach, leveraging IoT platforms such as AWS IoT. This serves as a significant differentiator for Ricoh in the MPS and IT services market.

Additionally, Ricoh maintains a robust security framework across the entire office technology environment, covering device-level end-point protection, network, application, and cloud security. Ricoh's proprietary architecture, with its own IP, ensures a stronger security environment for its customers.

Ricoh has a comprehensive hardware portfolio that helps businesses of all sizes build sustainable and secure print infrastructure. This is further complemented by its mature range of Workplace Experience Services. Ricoh is commended for simplifying its previously complex portfolio, which enhances operational efficiency, improves customer experience, and strengthens its competitive advantage, particularly in the MPS sector.

Service offerings

The Ricoh portfolio is categorised under four primary domains:

- **Workplace Experience.** This covers meeting room and collaboration solutions, smart lockers and workplace storage, End User Compute, Handheld devices, and workplace management and monitoring.
- **Print.** This covers office, large-format, cut sheet production, and continuous feed production printing and a full portfolio of print management and workflow solutions. Ricoh offers a range of cloud printing solutions designed to support SMB to enterprise business needs.
- **Process Automation.** This covers vertical and horizontal business domains and includes Finance (APIP, eInvoicing), HR (CV Management, Employee Onboarding, HR CX), and Manufacturing (Inventory Control, Machine Vision, Warehouse Robotics). These solutions are delivered by the Ricoh Hyper Automation factory using Ricoh (DocuWare, Axon Ivy, Natif.ai) and non-Ricoh assets (GTP 4, Llama). In addition, the Ricoh Automation channel directly sells DocuWare, Axon Ivy, and now Natif.ai.
- **Cloud and Cyber.** This covers cybersecurity, cloud migration, application development and delivery, network operations centre (NOC), service operations centre (SOC), and event management, delivered for Ricoh by a network of acquired businesses.

Global MPS platform

The Ricoh IoT Command Center unifies remote monitoring and management of all types of assets Ricoh manages in the workplace. Integrations with tools including CloudStream enable service delivery teams to manage Ricoh devices in the same place as third-party print devices, Zebra devices, meeting room and AV devices, smart lockers, IT infrastructure services, and workstations.

Additionally, Ricoh's AI-powered remote management and service delivery platforms enable notifications and automated management of incidents to ensure reliable and efficient service delivery against agreed outcomes. The MPS platforms also provide analysis of critical user behaviour to identify opportunities for digitisation using AI- and ML-driven services delivered through the Ricoh Hyper Automation platform.

Print- and outcome-as-a-service

Ricoh's MPS strategy is to make it the foundation of the broader workplace experience. To that end, the company is standardising and simplifying how print services are managed and offered through a new commercial framework across all portfolio domains, which will be based on enabling a subscription-based outcome-as-a-service. This will define specific outcomes aligned to a customer's organisational objectives.

PaaS (PaaS) will be at the core of this framework. PaaS will include everything required to deliver a consistent, reliable customer experience, with sustainability and security as standard and a choice of enhanced value-added services to drive additional outcomes. This will be tailored to meet the needs of all direct channel segments (small, medium, enterprise) and its broad range of channel partners.

Cloud print infrastructure

Cloud printing forms an essential part of Ricoh's core managed print service, which includes options for monthly device-based subscriptions that combine hardware with cloud print and capture solutions, cloud device management tools, end-to-end management services, onboarding, implementation, support, and analytics.

Designed to meet zero-trust requirements, Ricoh CloudStream (known as Ricoh Print Management Cloud in Europe) provides customers with a seamless workplace print and capture experience on Ricoh devices and other brands in a mixed-fleet environment in any region globally. It also enables full cloud monitoring, configuration, and management of devices and services without the need for on-site servers, gateways or agents.

Ricoh's portfolio also includes Ricoh engineered print management solutions – Streamline NX and Ricoh Smart Integration, as well as partner solutions from Tungsten Automation, LRS, and PaperCut for specific technical or vertical requirements.

Security

Ricoh solutions are designed to support zero-trust implementations and include features such as strong authentication, security policy enforcement, micro-segmentation, automation, data classification, and protection, with features including end-to-end server-to-hardware encryption, user authentication, auditing functionality, and integration with cloud-based authentication. Ricoh's Print Security Services are offered by dedicated, highly trained resources rather than shared services organisations.

Advanced analytics

Ricoh is addressing the changing patterns in print volumes by looking at data sources to help customers better understand patterns in print behaviours. It has moved away from legacy point-in-time TCO/fleet assessments and adopted an ongoing analysis and optimisation approach, leveraging detailed customer reporting and analytics and device mapping tools to provide insights and influence proposals for current- and future-state changes.

Sustainability

Ricoh has a strong focus on sustainability that touches every part of the company from manufacturing to distribution, business sites to recycling, and how it supports its customers. In addition to providing sustainable products that feature recycled material and support circular economy principles, it offers customers a carbon offsetting and green installation service that ensures all new devices are configured with the most eco-friendly settings. Ricoh also offers a five-step comprehensive sustainability assessment to direct MPS clients.

Strengths and opportunities

Strengths

- **Broad services offering.** Ricoh has expanded and evolved its offering to meet the changing demands of the modern workplace. In addition to managed print and automation services, its services portfolio includes workplace experience, process automation, cloud and infrastructure, cybersecurity, and speciality print.
- **Global footprint.** Ricoh's global scale combined with local delivery provides a competitive edge for customers looking for a single partner to serve their needs worldwide. Ricoh provides direct support in 62 countries and is supported by partners in a further 149 countries in partnership and alignment with Ricoh Global Services.
- **Robust security foundation.** Ricoh's comprehensive approach to security encompasses the entire office technology ecosystem, from device-level end-point protection to a full range of solutions and services that address organisational security, cloud, network, data protection, applications, and protection of other physical assets.
- **Value-add assessments.** Ricoh assessments cover security of documents, devices and infrastructure, workplace experience, ESG and sustainability, process and workflow mapping, change management, and infrastructure optimisation.
- **Strong focus on sustainability.** Sustainable hardware combined with sustainability-centric services and solutions enable Ricoh to deliver an MPS offering that helps customers reduce environmental impact and support their ESG goals.

Opportunities

- **Expand strategic partnerships.** While Ricoh has a robust portfolio, it should explore broader strategic partnerships to enhance its presence in the digital workplace sector. For instance, Ricoh can build on its AWS consulting partnership by collaborating with other hyperscalers. Additionally, expanding its vertical market focus, which is particularly effective in the US, and providing clearer integration of workflow automation with DocuWare and other third-party products can further strengthen its market position.
- **Clarify its workflow automation strategy.** Ricoh's diverse portfolio spans many areas, and while it is standardising its MPS offerings, some competitors present stronger propositions in workflow automation and information management. Ricoh possesses strong competencies in these areas, which will be crucial for transforming MPS for larger enterprises. Providing more clarity around its workflow automation strategy can help Ricoh leverage these strengths effectively.

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.

Usage rights

Permission is required for quoting any information in this report. Please see Quocirca's [Citation Policy](#) for further details.

Disclaimer:

© Copyright 2024, Quocirca. All rights reserved. No part of this document may be reproduced, distributed in any form, stored in a retrieval system, transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without express written permission from Quocirca. The information contained in this report is for general guidance on matters of interest only. Please note, due to rounding, numbers presented throughout this report may not add up precisely to the totals provided and percentages may not precisely reflect the absolute figures. The information in this report is provided with the understanding that the authors and publishers are not engaged in rendering legal or other professional advice and services. Quocirca is not responsible for any errors, omissions or inaccuracies, or for the results obtained from the use of this report. All information in this report is provided 'as is', with no guarantee of completeness, accuracy, timeliness or of the results obtained from the use of this report, and without warranty of any kind, express or implied. In no event will Quocirca, its related partnerships or corporations, or its partners, agents or employees be liable to you or anyone else for any decision made or action taken in reliance on this report or for any consequential, special or similar damages, even if advised of the possibility of such damages. Your access and use of this publication are governed by our terms and conditions. Permission is required for quoting any information in this report. Please see our [Citation Policy](#) for further details.