IDC MarketScape

# IDC MarketScape: Worldwide Print in the Distributed Workforce 2022 Vendor Assessment

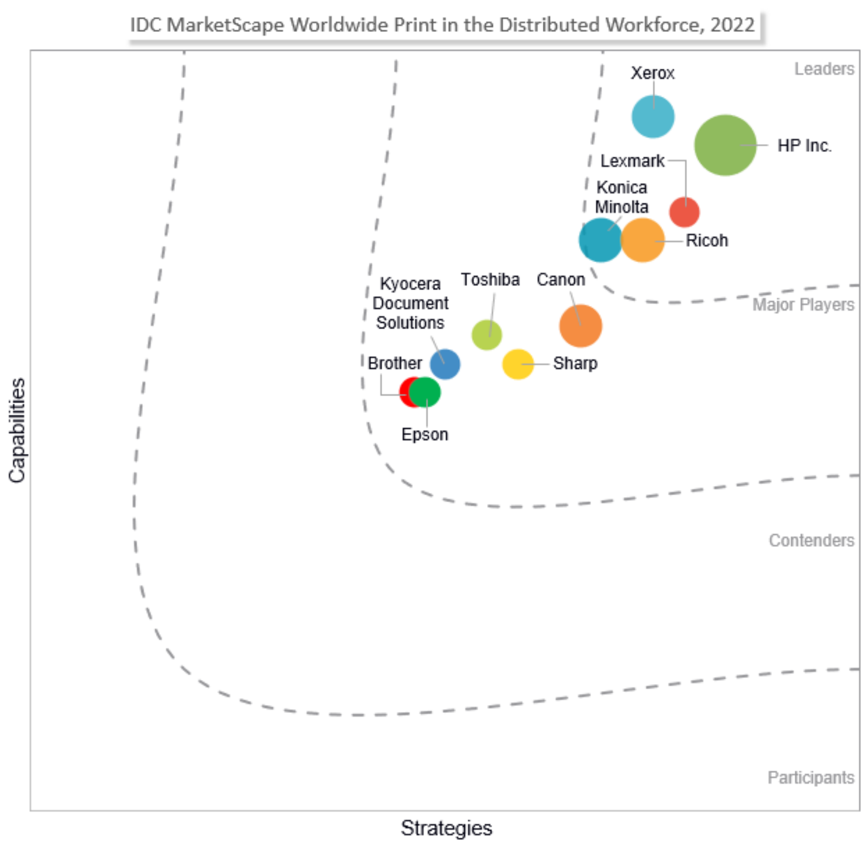
Keith Kmetz

## THIS IDC MARKETSCAPE EXCERPT FEATURES RICOH

## IDC MARKETSCAPE FIGURE

## FIGURE 1

### IDC MarketScape Worldwide Print in the Distributed Workforce Vendor Assessment




Source: IDC, 2022

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

## IN THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Print in the Distributed Workforce 2022 Vendor Assessment (Doc # US48596221). All or parts of the following sections are included in this excerpt: IDC Opinion, IDC MarketScape Vendor Inclusion Criteria, Essential Guidance, Vendor Summary Profile, Appendix and Learn More. Also included is Figure 1.

## IDC OPINION

This IDC MarketScape assesses the strategies and capabilities of the major office printing vendors to support an increasingly distributed workforce on a worldwide basis. The concept of a distributed workforce is not new, but its expansion caused by the ripple effect of the COVID-19 global pandemic is a significant development on how work will be conducted in the future. During the pandemic, organizations were forced to collectively operate remotely, mostly in home offices, while aiming to demonstrate no decline in productivity. This experience, over an extended period, has led to the notion that a remote workforce can function effectively. As a result, we anticipate that work from home will be more normalized in the future, even with the passage of the pandemic and its substantive business impact.

Several IDC survey studies examining the future of work and work locations confirm the hypothesis that work from home will gain a greater share of future work conducted versus the pre-pandemic era. While print use is maturing, we do find that this mission-critical function remains essential for the preponderance of organizations' employees. As such, even under pandemic conditions, it is necessary to equip office workers and remote workers with access to print and other important document functions. Given this expected scenario, it is more crucial than ever for print OEMs to account for the deployment, use, and ongoing management of the essential print function. In the post-COVID-19 pandemic period, effectively managing print with an appropriate mix of hardware, software, and services within the context of an increasingly distributed workforce will grow in importance.

Several influencing factors impacting the anticipated future of work shift to a hybrid work model have reshaped the print opportunity. Organizations have had the luxury of time during the pandemic and subsequent office closures to focus on internal business operations. The market is currently in varying stages of returning to the office, but the fundamental question is, has this passage of time provided the organization to act on a well-crafted plan to:

- Change its office environment that is better aligned with organizational goals and employee needs.
- Address any existing and known operational weaknesses from the pre-pandemic period that was not or could not be acted on at that time.

In addition, employees have had this same lengthy time frame to learn new work behaviors (e.g., printing less) that have now become firmly entrenched. These new work behaviors, initiated by the pandemic and work-from-home mandates, may materially alter any pre-pandemic technology procurement plans.

Balancing the apparent polarization of what employers desire to bring workers back to the office against employees' need for flexible work options is another organizational challenge. Regardless of how this dichotomy is addressed, the expected result is that more work will be conducted in home and remote locations in the future when compared with the pre-pandemic era. Subsequently, organizations will face the reality of rethinking their office space requirements and the technologies needed for these workspaces if employees will spend less of their work time in these locations. One of the considerations influenced by this change will be the firm's strategy for future office technology investments, including, but not limited to, printers and MFPs.

This IDC study uses the IDC MarketScape model to assess multiple quantitative and qualitative criteria that can be used to evaluate a vendor's offerings and position in the marketplace. The evaluation is based on a standardized set of parameters, which IDC uses to produce a comparative analysis of the major print vendors targeting the office opportunity. Organizations using the IDC MarketScape for print in the distributed workforce can identify vendors with strong offerings and well-integrated business strategies aimed to keep the vendors viable and competitive over the long run. Strategies and capabilities' success factors identified from this study include:

- Hardware, software, and services that address the evolution of a workforce shift and cater to a new set of requirements for a different type of workforce to emerge in the post-pandemic era
- Demonstrating how the role of cloud, predictive analytics, remote monitoring, and other intellectual property will be part of this change and fuel new innovations in the print portfolio
- Financial metrics that demonstrate a track record of achieving stated goals and a pattern of sustaining growth (A plan for financial growth should be clear along with a plan to maintain R&D activity to spur this growth and drive innovation.)
- A flexible go-to-market model that is critical and should be inclusive of local/global resources, appropriate price models, and delivery via traditional and emerging (e.g., cloud-based offerings) routes to meet customer preferences in a distributed workforce environment
- Demonstration of thought leadership through programs, plans, and other marketing efforts to raise awareness of specific initiatives to address an evolving workforce model (This demonstration should include customer testimonial on the effectiveness of the effort as well as the OEM's own internal implementation of OEM solutions that show innovation and thought leadership.)

## IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

This study includes an analysis of the printer/MFP manufacturers that target the global office printing market with a range of hardware, solutions, and services portfolios. Print must be core to the vendor's business.

All these manufacturers now need to contend with an increasingly distributed workforce spurred by the COVID-19 pandemic and expected to be maintained in the future. Consequently, each manufacturer's print-specific product offering will need to address the new market requirements resulting from this fundamental change within the office of the future. Specific to this future of work scenario, these new market requirements include, but are not limited to:

- Anticipate customers' new requirements for print in an expected hybrid work model of both office and home/remote locations.
- Address new work behaviors that impact the use of print learned during the pandemic period in which work location and access to print technology were impacted.
- Enhance the remote work and print experience as they shift from an ad hoc status to a regularly used environment to complete work.

## ADVICE FOR TECHNOLOGY BUYERS

The COVID-19 pandemic has irreversibly changed the market going forward. During the peak of the pandemic, organizations learned, out of necessity, to operate in a virtual mode where face-to-face, in-person engagements were restricted for an extended period. We learned that, while it was not always optimal nor preferred, it was at least possible to function effectively in this manner. As a result of this experience, companies and employees are expected to increasingly take advantage of the ability to work in locations outside of the office. This transition has notable ramifications for technology, including the procurement and use of printing technologies in the company.

Since we are addressing remote and home locations that define an increasingly distributed workforce, we believe that cloud plays an integral role to provide for this changing workforce scenario. Throughout this study, we observe how cloud and print in the distributed workforce are intimately related. It is so much so that we advise buyers to also examine a forthcoming IDC MarketScape on cloud MPS that specifically analyzes the competitive landscape for this offer. Knowing the leaders and major players in cloud MPS presents clues into which vendors can best provide for the print function in a distributed workforce. One cautionary note is that while cloud MPS and print in the distributed workforce are related, they are not exactly correlated. However, the use of both analyses is helpful in gaining insights in understanding the key print market players and what they have to offer prospective customers.

IDC research conducted at the end of 2020 revealed several work-from-home challenges. The most significant challenges revealed included the inherent physical challenges of a remote working environment (e.g., space, noise, privacy, connectivity), questions about the availability of information technology (IT) support, and worries over cybersecurity and privacy. While the physical challenges of a remote working environment may not be necessarily addressed with print solutions, the issues of IT support and security can be offered within a comprehensive work-from-home solution. Specific to print, the most significant work-from-home printing challenges reside in a lack of oversight or ability to monitor print usage and security vulnerabilities as well as ensuring compliance with company policy. Again, these challenges can be addressed with solutions available in today's market. Buyers should note these common challenges and seek solutions that help their organizations adroitly navigate through them.

Buyers should be aware that print market participants have spent much of 2021 preparing for digital transformation (DX) and new ways to work at an accelerated pace in response to new market conditions. Characteristics of this response are demonstrated in several latest market developments that likely would not have occurred, if not for the COVID-19 pandemic. These activities, which are part of addressing the needs of a more distributed workforce, include the introduction of new printers and MFPs specifically targeted at the work-from-home and hybrid work markets; more focus on security, cloud, and mobility for home and remote offices; a new emphasis on hygiene (e.g., touchless technologies available for printers and MFPs); and a greater range of print-related subscription services to address print costs and automated supplies and service delivery to home/remote locations.

With respect to subscription services, there are notable drivers pushing this activity. When COVID-19 office shutdowns were put in place, it was initially anticipated to be for a very short period. In fact, this plan started in mid-March 2020 with the idea that return to the office would restart two weeks later at the beginning of April. Obviously, the impact covered a considerably longer period than expected. So the short-term, stopgap measures put in place at that time are not feasible for the long term. Changes to this first plan are needed to appropriately address the permanent nature of the pandemic's market impact. Work from home, including the use of print, should also consider cost controls, service requirements managed through remote monitoring, tools offering visibility for usage, and security measures to ensure protection of business information along with the shopping convenience for the work-from-home employee to procure printing hardware, supplies, and service necessities for their home offices.

While print may not be viewed as a strategic priority for many firms, buyers should remember that print is still an important mission-critical function that needs to be well managed. An increasingly homebound or remote workforce substantially changes what print-related capabilities are needed. If done incorrectly, the organization could suffer with undue costs and productivity shortcomings.

In some respects, the pandemic offered a path for this industry to modernize as an approach to navigate the crosswinds in a digital-first world. While the digital-first terminology sounds like the antithesis of print, we believe that print maintains a critical role. Businesses will need to contend with highly fluid market conditions for the foreseeable future due to the disruptive nature of the pandemic and subsequent response to it. Buyers should anticipate choppy waves to sail while ushering in a new period of transformative operations for their organizations. Print should not be abandoned; instead, its role should be readjusted to fit within the context of the future of work.

## VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

### Ricoh

Ricoh is positioned in the Leaders category in this 2022 IDC MarketScape for addressing print in the distributed workforce on a global level.

Ricoh is a global information management, digital services, imaging, and electronics company with a history in managed print services. In addition to a comprehensive suite of managed IT services with a focus on cloud services, Ricoh offers solutions that optimize document capture, digital transformation, and document process automation. Ricoh has a history of designing, developing, delivering, and managing complex workflow solutions that digitally transform business operations for customers. Combining this with the ability to apply managed IT services to those workflow solutions provides a unique value proposition to the market.

The pandemic presented an array of challenges for all companies. Leveraging data from nearly 1 million machines in field, Ricoh understood its customers' print and workflow requirements, due to several already established managed print services initiatives, to provide an appropriate hardware/software/services portfolio for the distributed workforce.

The next stage took already established capabilities in its print and document services offering and helps customers optimize their workplaces by making them faster with automation and new operational insights. Initially, this was to focus on customers' short-term goal of maintaining the business during challenging times. Now the task is to present new capabilities to thrive in the future by enabling a hybrid workforce.

Ricoh's strategy to address an increasingly distributed workforce is built upon five pillars of customer needs to enable remote working, automate processes, build on the company's established cloud enablement, create a smart and safe hybrid working work environment, and enhance the customer experience. In the short term, Ricoh is emphasizing workplace-centric goals to enable business continuity for its customers and helping them toward a return-to-the-office initiative that understandably will be changed from pre-pandemic scenarios. In the final phase, Ricoh sees its approach being wider in scope and more business centric where customers need to optimize business operations, accelerate their DX strategies, and enable a distributed workforce within a sustainability context. All will be designed to grow the business in a completely changed environment.

The role of hardware changes in this scenario. While the printer/MFP will still be the mainstay for producing copies and prints, Ricoh sees the evolution of the MFP expanding beyond merely output to a platform for the future workplace. For much of IT, managing an increasingly distributed workforce starts in the cloud. This is no different for Ricoh and its objective to manage print in this manner. This will mean a greater emphasis on cloud workflow, apps, and solutions as part of the platform to enable workflow anytime or anywhere via RICOH Smart Integration (RSI). Elements of this evolution include Ricoh's Always Current Technology that ensures latest innovations anytime, a consistent user experience across the hardware line with the company's Smart Operation Panel, service innovation tools (@Remote, Smart Support, RICOH ARMS [advanced remote mobile system] mobile technology and Smart Hands) to support remote management, and cloud-based workflow applications to ensure secure and efficient workflows.

Ricoh's R&D efforts demonstrate a push to innovate with the use of smart technologies to advance the company's document offerings: continuing to invest in 3D printing to provide an as-a-service program for healthcare and manufacturing, helping customers make gains in sustainability efforts, and automating the workplace with new return-to-work solutions.

In early 2021, media coverage of Ricoh created a bit of a stir when discussing the company's ongoing initiative to transform as a digital services company. The anticipated transition is expected to allow the company the ability to address critical factors impacting the digital workplace. Ricoh's digital workplace strategy is focused on developing solutions and services designed to enable more productive workplaces and collaboration. To facilitate this type of automation, Ricoh has built what it calls an Intelligent Business Platform, which leverages key technology enablers such as robotic process automation, natural language processing (NLP), machine learning, Internet of Things, and data analytics to deliver advanced capabilities around intelligent capture and data processing, content management, and digital process automation. All of this is designed to enable office workers with the ability to work wherever and to connect employees and customers with technology to do so. By taking management of optimizing the office, Ricoh allows customers to focus more specifically on their business. Ricoh's role is to help customers be successful by bringing efficiency and productivity to their work processes. Ricoh has already provided some hints of its vision with examples of its thought leadership development. In fact, Jake Yamashita, global CEO of Ricoh, clearly illustrates Ricoh's direction, "I now believe Ricoh's digital services can be rephrased as 'services that build an IT infrastructure for workplaces, digitalize, and connect workflows and realize new ways of working.'"

### *Strengths*

- Ricoh was one of the first printing companies to recognize and execute on a transformation plan well before the pandemic's arrival. The company has extended its value proposition to digital services that continue to provide for print as it expands into IT services and workflow opportunities for customers, regardless of location.

### *Challenges*

- Ricoh has not typically targeted the home market for its printing and MFP business. Without it, the company misses out on the opportunity created by an increasing share of work conducted in this environment.
- In early 2021, statements about Ricoh's goal as a digital services company bred confusion among channel partners and customers. The company has taken several steps to alleviate this concern, including a public statement reiterating Ricoh's commitment to print as well as tangible action to support the company's transformation to a digital services company (e.g., acquiring DocuWare, launch of the company's Dealer Business Services program). Ricoh's ongoing efforts to address change and innovation with the company's dealer partners continue. This initiative will help recognize a changing Ricoh without feeling that the company is abandoning existing markets and technologies.

### *Consider Ricoh When*

Customers should consider Ricoh when looking for a vendor that offers a wide range of products and services that can be delivered at scale and regardless of location. Ricoh's broad portfolio combined with a consistent global service delivery model put the company in a strong position for supporting customer needs around a distributed workforce. Ricoh should also be considered by customers looking for a vendor they can trust with critical business processes and infrastructure — in terms of both security and results.

# APPENDIX

## Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed. We used the combined printer and MFP office (B2B) printing market shares to calculate each vendor's value of shipment share.

## IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

## Market Definition

The focus of this IDC MarketScape is on the strategies and capabilities the vendor has at its disposal to support an increasingly distributed workforce. The COVID-19 pandemic accelerated an established trend to conduct work outside of the traditional office building location. However, this move to a more remote or home-based workforce implies a growing requirement for the print vendor to provide for this transition. This change must aim to address customers' evolving needs across multiple vectors within the office of the future and can include, but are not limited to, specific product feature sets targeting security, workflow, mobility, cloud, and others as well as establishing solutions that address cost management, service and support, new business models, and delivery/installation of technology in this shifting office landscape. These technologies may be hardware or software based and be associated with the communication, dissemination, and/or management of business information.

## LEARN MORE

### Related Research

- *IDC FutureScape: Worldwide Imaging, Printing, and Document Solutions 2022 Predictions* (IDC #US48287621, October 2021)
- *MPDS Benchmark Survey, 2021: MPDS Adoption and Implementation* (IDC #US48334121, October 2021)
- *IDC Survey Spotlight: Adoption of Cloud-Based Print Management Solutions* (IDC #US48334621, October 2021)
- *Market Analysis Perspective: U.S. Office Printing, 2021* (IDC #US48190621, September 2021)
- *Market Analysis Perspective: Worldwide Next-Gen Document Services, 2021* (IDC #US47102521, September 2021)
- *Market Analysis Perspective: Worldwide and North America Document Imaging Scanners, 2021* (IDC #US47100621, September 2021)
- *Market Analysis Perspective: Worldwide and U.S. Document Solutions, 2021* (IDC #US47100721, September 2021)
- *Work from Home and New Work Behaviors Reveal Upcoming Changes Anticipated for Print* (IDC #US48149121, August 2021)
- *Print Spending Trends Are Moving in the Right Direction in 2021 as the Market Recovers from the COVID-19 Pandemic* (IDC #US48076021, July 2021)
- *Research Excerpt: COVID-19 Impact on Print Services in the Office Market* (IDC #US47102121, June 2021)
- *Voice of the Channel: What Dealers Are Saying About COVID-19 and Its Future Market Impact* (IDC #US47699921, May 2021)
- *U.S. Page Volume Expectations After the COVID-19 Pandemic* (IDC #US47661121, May 2021)
- *U.S. Single-Function Printer Forecast, 2021-2025* (IDC #US46356921, April 2021)
- *U.S. Single-Function Printer Market Shares, 2020: SOHO Demand Was Up, But Supply Shortages Dampened Sales* (IDC #US47557021, April 2021)
- *U.S. MFP Forecast, 2020-2025* (IDC #US46357021, March 2021)
- *U.S. MFP Market Shares, 2020: The Move to the Home Office Boosted Shipments in a Tumultuous Year* (IDC #US46356421, March 2021)
- *Print Market Recovery in the Aftermath of COVID-19: An IDC Multiclient Study* (IDC #US47487921, February 2021)
- *IDC's 2020 Print User Survey Analyzes the COVID-19 Impact by Region, Respondent Age, and Company Size* (IDC #US46769720, August 2020)

## Synopsis

This IDC study assesses the strategies and capabilities of the major office printing vendors to support an increasingly distributed workforce on a worldwide basis. Organizations using this IDC MarketScape for global print in the distributed workforce will be able to identify vendors with strong offerings and well-integrated business strategies to provide for this growing market need.

"One of the most significant developments anticipated out of the global COVID-19 pandemic is the development of a more hybrid business operating model that combines the traditional office setting along with home/remote locations. Over the past several months, organizations learned how to effectively work outside of the normal office environment, and we expect that this business model will be maintained in the future," said Keith Kmetz, program vice president for Imaging, Printing, and Document Solutions research at IDC. "As such, both print providers and end-user organizations will need to consider the adjustments needed within the print infrastructure to support an increasingly distributed workforce. If done correctly, there are numerous benefits to be gained. On the other hand, if done incorrectly, the organization could suffer with undue costs and productivity shortcomings."

## About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

## Global Headquarters

140 Kendrick Street
Building B
Needham, MA 02494
USA
508.872.8200
Twitter: @IDC
blogs.idc.com
www.idc.com