



Japan Hardcopy Peripherals: Software and Services

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Hardcopy Peripherals (HCP) market in Japan is extremely competitive. In order to distinguish themselves from their competitors, HCP vendors are starting to provide document solutions as a series of service-oriented offerings consisting of integrated hardware, software and services and outsourcing services such as Managed Print Service(MPS). IDC's Japan Hardcopy Peripherals: Software and Services analyzes the opportunities and challenges for HCP vendors, and provides future market growth, strategies of leading vendors, and the key factors for success.

Markets and Subjects Analyzed

- Market Definition of Document Solutions and Related Outsourcing Services
- Hardcopy Services
- Hardcopy Software/Hardware Solutions
- Outsourced Document Services Market Opportunities
- Market Perspective and Forecast

Core Research

- Document Solutions and Outsourcing Services Forecast and 1H09 Analysis
- Document Solutions and Outsourcing Services Forecast and 2H09 Analysis
- Document Solutions and Outsourcing Services Vendor Analysis
- Document Solutions and Outsourcing Services Analysis by Company Size

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Japan Hardcopy Peripherals: Software and Services](#).

Key Questions Answered

1. How large is the Document Solutions and Related Outsourcing Services market in Japan?
2. What are the key factors for success in the market?
3. Which solutions types are growing in the market and who are the leading vendors?
4. What kind of Outsourced Print and Document Services are growing in the market and who are leading?
5. Which suppliers are most competitive and what are the strengths in each market for solutions and services?

Scope of Japan Hardcopy Peripherals



Competitive Analysis

IDC's *Japan Hardcopy Peripherals: Software and Services* examines how HCP vendors are positioning themselves to compete in the Japan document solutions market. This service reviews strategies, market positioning, and future direction of several providers, including:

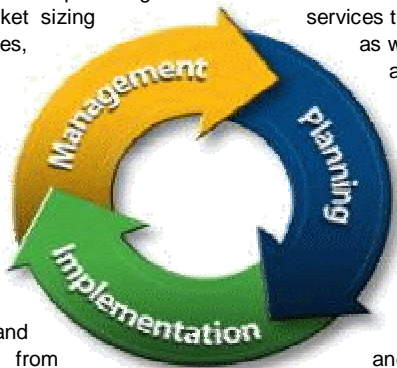
Canon, Epson, Konica Minolta, Kyocera Mita, Oki Data, Ricoh, Sharp, Toshiba TEC, and Xerox (Fuji Xerox).

Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results. Take advantage of these and other related offerings:

Consulting: Target growth opportunities and develop strategies for emerging markets and technologies, market sizing and segmentation, and global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global technology analysts and local market analysts. Tailored offerings, such as business value (ROI) analysis, use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

Events: Network with industry colleagues and gain practical and strategic insights from groundbreaking research presented by IDC and industry experts. IDC events bring together technology buyers looking for the latest best practice research and sellers offering insights into how decision makers can use technology to gain competitive advantage and improve business value.



Go-to-Market Services: Leverage IDC content and custom services to support your most critical marketing initiatives as well as reach appropriate technology purchasers and influencers. The Go-to-Market Services expertise, flexible business model, and range of offerings provide you with effective marketing solutions ranging from a single call-to-action incentive to a broad global media campaign.

Industry Insights: Develop effective vertical market strategies that create competitive advantage with the research-based advisory and consulting services from Industry Insights. Industry Insights' end-user best practice and benchmarking research helps executives drive technology-enabled business innovation within industries including energy, financial, government, health, manufacturing and retail.

FOR MORE INFORMATION, VISIT US AT WWW.IDC.COM.



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 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 45 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. You can learn more about IDC by visiting www.idc.com.

IDC Japan, 3rd Floor, Nihonjisho-Daiichi Building, 1-13-5 Kundankita, Chiyoda-ku, Tokyo 102-0073, Japan P.81-3-3556-4761 F.81-3-3556-4771

For a complete list of IDC's worldwide offices, visit www.idc.com/offices

IDC_P18028_0609