



Japan Quarterly MFP Tracker

IDC's *Japan Quarterly MFP Tracker* satisfies the growing demand for detailed, timely, and accurate information on the Japan multifunction peripheral (MFP) market. At the core of the product is a comprehensive electronic database detailing changes and trends in this competitive market. It includes powerful query capabilities via analysis filters, such as technology, subtechnology, print speed ranges, format size, standard MFP functions, and flatbed/sheetfed scanner types. This product provides insightful analysis and quarterly updates, including five-year forecasts.

Technology Coverage and Data Segmentation

This tracker provides total market size and vendor share for the following technology areas and segmentations. Measurement for this tracker is in shipments and end-user revenue.

Technologies and subtechnologies:

- Technology: Inkjet and laser (laser/LED)
- Subtechnology: Color inkjet, color laser (laser/LED), and monochrome laser (laser/LED)
- Product type: Multifunction peripherals and single-function digital copier

Segmentations:

- Channel: Direct, dealer, distributor, retail, value-added reseller (VAR)/system integrator (SI), and others
 - Company size: Home/home office, small office (1–9 employees), small business (10–99 employees), medium-sized business (100–499 employees), large business (500+ employees), and government/education
 - Vendor and model: More than 20 vendors covered; more than 2,000 models covered
 - Format size: A2, A3, and A4
-

Geographic Scope

- Japan
-

Forecast Coverage

Forecasts for this tracker are updated quarterly and include eight years of historical data, one year of quarterly forecasts, and an additional four years of annual market projections. Forecasts are available at the country level. Examples of the segmentations being forecast in this tracker include:

- Technology: Inkjet and laser (laser/LED)
 - Subtechnology: Color inkjet, color laser (laser/LED), and monochrome laser (laser/LED)
 - Color inkjet price band: <10,000 yen, 10,000–19,999 yen, 20,000–29,999 yen, 30,000–39,999 yen, and 40,000+ yen
 - Color laser speed range: 1–10ppm, 11–20ppm, 21–30ppm, 31–44ppm, and 45ppm+
 - Monochrome laser speed range: 1–20ppm, 21–30ppm, 31–44ppm, 45–69ppm, 70–90ppm, 91–150ppm, and 151ppm+
-

Delivery Schedule and Deliverables

This tracker is delivered on a quarterly basis with tools such as pivot tables. The delivery schedule for this tracker is as follows:

- Historical data: Week 11 after period closes
- Forecast data: Week 11 after period closes

IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenues, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional planning — setting regional and country sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work



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



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 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 47 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 Hulic-Kudan Building, 1-13-5 Kudankita, Chiyoda-ku, Tokyo 102-0073, Japan P. 813.3556.4760 F. 813-3556-4771

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