

# 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](http://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.

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## 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

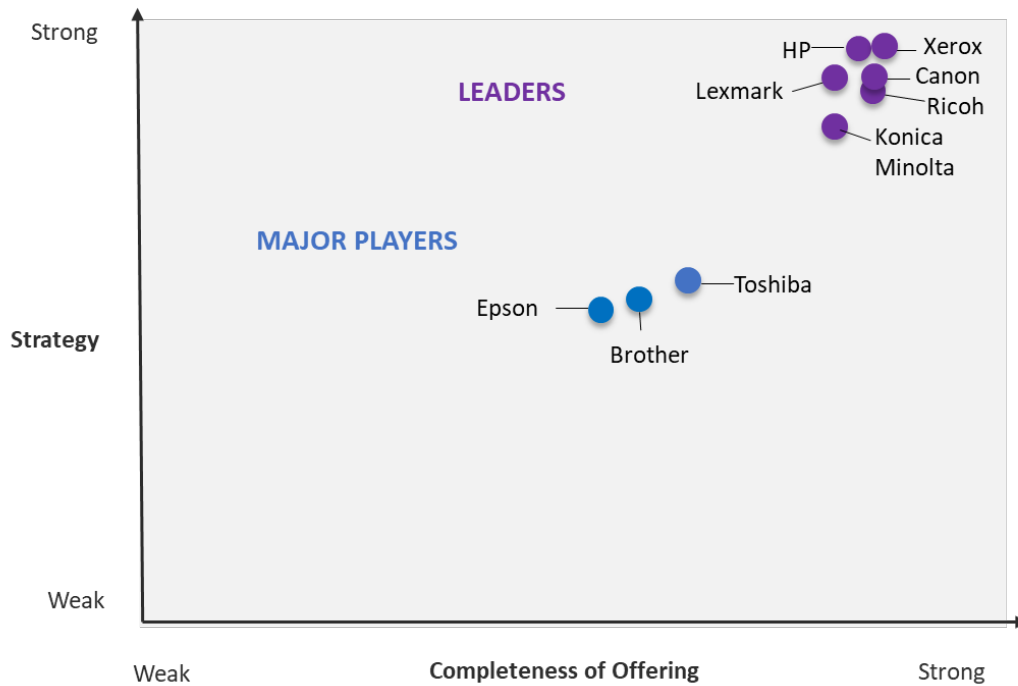
- **Enterprise customers.** The strength of the vendor's global enterprise customer base.
- **Vision and strategy.** The comprehensiveness of the vendor's MPS strategy, the quality of its overall value proposition, and its evolutionary vision for MPS.
- **Maturity of offerings.** How long the vendor 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: Lexmark

### Quocirca opinion

Lexmark maintains its leadership in Quocirca's 2024 assessment of the MPS market. With a comprehensive product portfolio, enhanced by its new A3 technology and innovations aimed at reducing the environmental impact of print technology, Lexmark is well positioned in the MPS market. The company particularly stands out for its technology ownership across all its product lines, which gives it the agility to respond quickly to customer requirements. The company has heavily invested in its Global IoT System, providing MPS customers with consistent reporting and visibility across device fleets worldwide. Currently, Lexmark operates in over 170 countries, managing more than 1.5 million devices. Lexmark also leverages artificial intelligence across its advanced MPS analytics offerings to deliver predictive support and maintenance.

Lexmark continues to expand its MPS capabilities to support the hybrid workplace, offering solutions such as its Cloud Bridge technology, which integrates with its Global IoT System and cloud print management. The company excels in process automation, using its Process Analytics offering to track over 150 metrics, helping customers identify and minimise inefficient paper-based processes. The Lexmark Cloud Solution Center (CSC) provides workflow automation through secure document capture, processing, and routing, with functionalities including OCR, redaction, and translation into over 130 languages.

Sustainability is a key focus for Lexmark across its product, service, and solutions portfolio. The company's Smart Refresh product lifecycle management programme is a standout feature, using performance data to determine whether devices should be replaced or retained, leading to significant savings and reduced environmental impact by extending device lifespans.

Lexmark is also expanding into the SMB market, offering MPS Express, a turnkey cloud-based solution that integrates with existing IT services for simplified support and billing. With the launch of its new 9-Series MFPs, Lexmark now offers a complete technology portfolio across A4 and A3 devices, enhancing its ability to capture more market share in the MPS sector.

### Service offerings

#### Lexmark Global IoT System

Lexmark delivers MPS to enterprise and SMB accounts in all geographies worldwide. The company continues to invest in the Lexmark Global IoT System to further improve operational execution. It plans to expand these investments to add new and upgraded features, including a new customer portal with an architecturally streamlined design to improve system responsiveness, a flexible customer hierarchy for simplified asset management and tracking, and enhanced multi-vendor support, including break/fix and supplies. Big data analytics form the foundation of the Global IoT System, from which Lexmark delivers offerings including its predictive service, assessment services, and MPS process analytics.

#### Cloud, IoT, and interactive analytics

Lexmark MPS is a completely interconnected and integrated ecosystem, enabling the company to provide analytics that give customers deeper insight into their print and scan ecosystem. This enables customers to make informed decisions that drive business value.

Lexmark leverages cloud, IoT, and interactive analytics throughout its MPS engagement lifecycle. The company continues to expand its analytics capabilities, adding more sensor data variables to devices and algorithms supporting these capabilities to make them even more accurate and predictive. It also plans to expand existing reports with new analytics and visualisations and simplify report access through an integrated system at a centralised website.

Lexmark uses AI/ML/DL as part of its Smart Refresh product lifecycle management programme, which uses performance and usage data to determine which devices in a customer's fleet are at the end of their useful life. Lexmark plans to grow this programme and make it more valuable through more robust analytics.

The vendor is committed to continued investment in the Lexmark Cloud Services platform, which will include enhancing remote service capabilities, configuration and conformance management functionality, data collection cloud hosting, hosting output management solutions, and moving workflow solutions that require on-site server support to the Cloud Services platform. It also continues to expand its Cloud Bridge technology, which leverages the cloud and IoT to simplify and optimise print environments and increase uptime.

### Assessment services

Lexmark continues to advance its use of analytics for MPS, including Smart Refresh. In addition, Lexmark offers a range of assessment services within its MPS engagements, including fleet performance, MPS process analytics, business process and environmental assessment, and security assessment to identify risks, vulnerabilities, and security opportunities. It also offers configuration management to protect printing ecosystems with standardisation, ongoing monitoring, and conformance.

### Security services

Lexmark's security offering is based on a secure-by-design approach around four pillars – Products, Services, Standards, and Solutions. Key offerings include:

- **Security Services.** Lexmark Security Services simplifies and boosts security through a holistic approach to the risk and vulnerability management of the print infrastructure. Lexmark helps reduce the risk of internal and external security breaches by delivering pre-emptive protection against threats to printing devices, data, and information.
- **Security Assessment.** This identifies print network vulnerabilities, leveraging Lexmark proprietary assessment tools, benchmark reporting, and a comprehensive review of the results. It starts by collecting and analysing information such as device settings, authentication methodology, and firmware revision levels. These findings uncover known common vulnerabilities and exposures (CVEs) and provide the information necessary to identify best practices for managing the printer fleet. A Lexmark security expert reviews the findings with the customer and schedules follow-up audits to reassess and keep the customer's business operating securely.
- **Secure Fleet Management.** Lexmark Security Management solutions allow administrators to manage fleets quickly and easily while ensuring devices comply with the organisation's security posture.

### Sustainability

- **Lexmark Cartridge Collection Program (LCCP).** This has been enhanced with interactive analytics so that even if a single cartridge is returned to one of its LCCP hubs from nearly 50 countries around the world, it can be easily tracked beyond the site level. When a cartridge serial number is scanned, it links back to the serial number of the printer it came from and the customer account to which the printer is registered. The monthly reports are available on the MPS data analytics site so customers can view more detailed, global reports of their sustainability efforts.

### Workflow solutions

Lexmark workflow solutions range from simple capture and routing solutions at the edge to custom-developed solutions for key customers. These capabilities can be connected to the investments customers have already made in existing IT platforms.

Partnerships with companies including Upland Software, Tungsten Automation, EtherFax, and LRS are integral to Lexmark's solutions strategy. Over the next several years, investments include expanding industry-specific solutions, broadening the partner solution portfolio, and developing cloud-native solutions to provide customers with simpler set-up and access.



Launching early in 2025, Lexmark Cloud Solution Center (CSC) is a one-stop source for document management and streamlines workflows by delivering an intuitive way to capture, process, and route documents with the ease and security of the cloud. Automation functionality includes OCR, redaction, and translation into over 130 languages.

### MPS Express

MPS Express, launched in 2023, provides a turnkey cloud-based solution through a customer's current IT partner that provides streamlined support, supplies, and business processes with simplified operations and billing. MPS Express with enhanced services expands the programme to work with larger system integrators providing the same streamlined customer benefits but with day-to-day operations managed directly by Lexmark. The company says these solutions will support growth in the SMB market.

### Pricing

Lexmark offers flexible MPS options, including a hardware purchase plus cartridge payment model, all-inclusive utility models that bundle all costs into a single, consolidated monthly charge based on actual print volumes, and flat-rate billing based on calculated monthly print volumes.

## Strengths and opportunities

### Strengths

- **Global IoT platform.** Rather than multiple systems to track billing or service or systems split by geography, Lexmark's single system provides complete visibility in one location. Lexmark reports it currently supports 1.5 million devices under management through its global IoT platform.
- **Sustainability-led MPS strategy.** Sustainability is embedded into Lexmark's MPS offering through a circular approach that includes energy-efficient devices, reclaimed post-consumer recycled (PCR) plastic, onboard sensors to assess toner levels and service needs, and recycling programmes for hardware and supplies. Of note is its Smart Refresh programme, which uses a data-driven approach to identify devices that can be used for an extended period beyond the industry average.
- **Enhanced serviceability across the hardware portfolio.** Lexmark now offers a standardised A4 and A3 hardware range based on Lexmark technology. It is suitable for the vast majority of print infrastructure needs. This portfolio is consistent across design, build, management, and maintenance. Its new A3 range uses modular assembly to support self-service and fewer individual components, which reduces the likelihood of technical failure and minimises the number of replacement parts required.
- **AI-driven predictive analytics.** Lexmark uses data along with digital-twin technology to power algorithms that ensure system uptime and availability. This predictive support approach to eliminating the IT burden is a key area of differentiation. It also leverages AI to build custom supplies replenishment algorithms that consider the actual usage patterns for each device to ship toner when it is needed.
- **Secure by Design approach.** Security is core to Lexmark's MPS offerings. The company's Secure by Design approach across its hardware and services portfolio and security assessments ensures that MPS engagements help organisations mitigate risks around device, document, and network security.

### Opportunities

- **Expand and leverage Smart Refresh to add greater business value.** Turning Smart Refresh into a multi-level solution, bringing together not just fleet optimisation, but also dynamic granular sustainability reporting, combined with cascade device reuse will be seen by buyers as a positive means of helping them not only maintain a suitable print environment, but also in meeting customers' sustainability targets. Enabling device buy-back for remanufacturing/reconditioning/recycling, or at a minimum, fully-detailed device takeback and disposal, will also be seen by customers as a strong positive. This should

not require much change to Lexmark's current offering – in many cases, it will be down to providing deeper analytics and reporting on data that Lexmark already has access to.

- **Elevate digitisation and workflow capabilities.** Lexmark's strong workflow capabilities, combined with strategic partnerships, position it to capitalise on the growing market for digital workflow solutions. Integrating these into Smart Refresh will further solidify Lexmark's commitment to digital transformation.
- **Leverage Smart Refresh and digitisation to drive A3 impetus.** With Lexmark's focus on the A3 market, it needs to do more than highlight what the devices themselves can do. As a starting point component of digitisation, A3 devices are key to the success of an organisation's digitisation programme. Smart Refresh should be used to insert new A3 devices into a customer's fleet where they will add the greatest value to digitised information flows.
- **Build on AI to provide enhanced security services.** Alongside Lexmark's existing strong security offerings, it should leverage AI to offer greater functionality to deal with zero-day threats. Using a coherent AI platform, Lexmark should be able to provide a single solution that enables enhanced device security while also enabling information security across all digitised processes. Ensuring that the AI platform is modular and easily updatable will provide longevity for any such solution.

## 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](http://www.quocirca.com).

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