

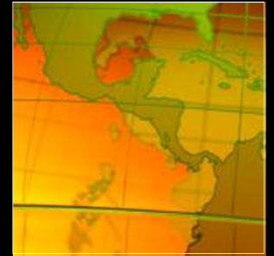
InfoTrends Briefing at BTA East



Jeff Hayes

President

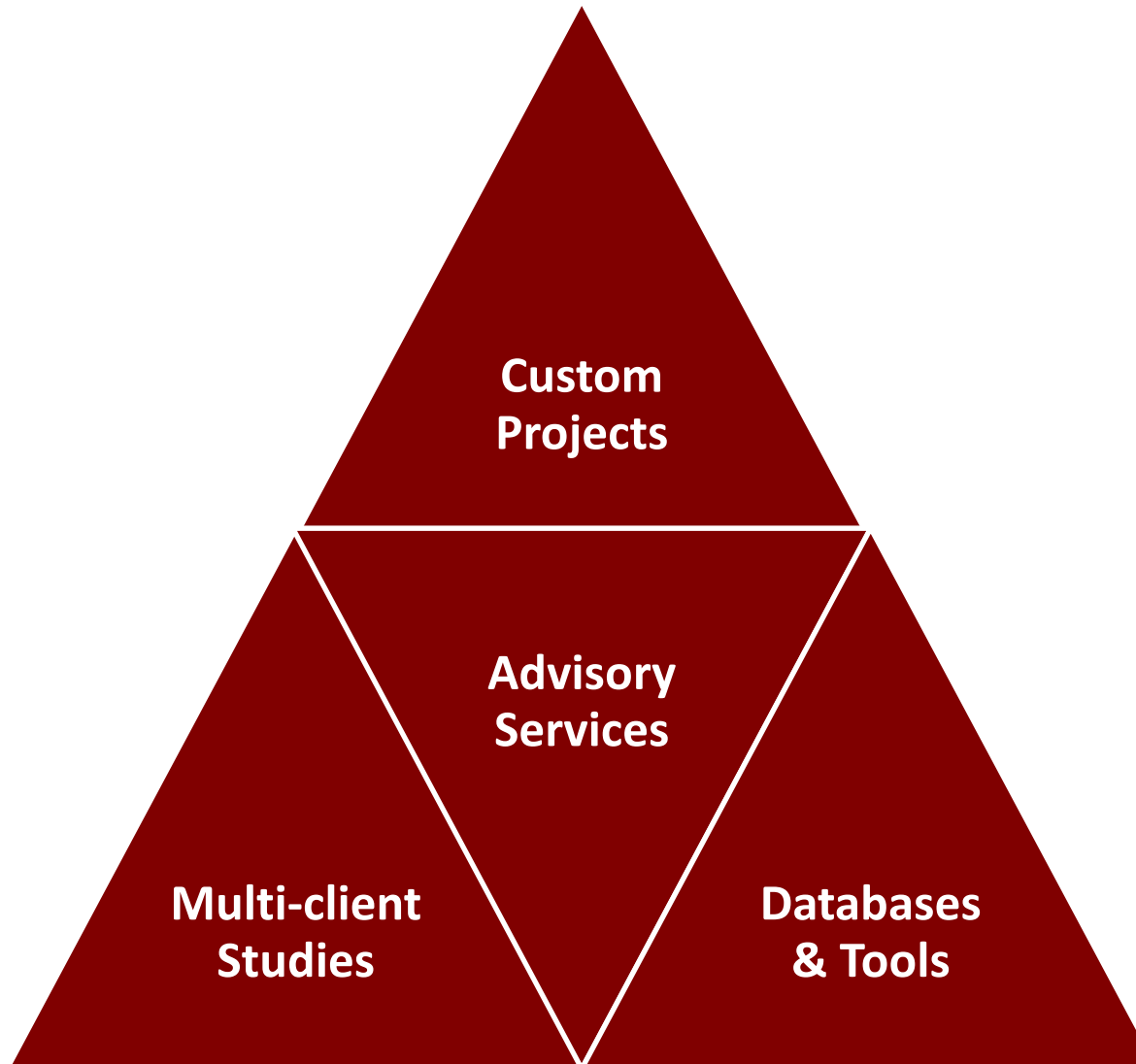
September 24, 2015



How InfoTrends Works with Clients



InfoTrends Products and Services



Some of Our Clients

Enterprises



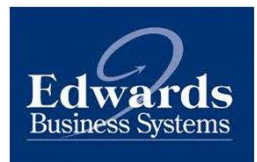
Government



Service Providers



Channel



Financial Services



Technology Vendors



Agenda

1 Market Trends

2 Strategic Paths

3 Being Digital

4 Recommendations



THE WALL STREET JOURNAL.

September 1, 2015

U.S. Auto Sales Pace Accelerates

Fiat Chrysler, Ford post better-than-expected August sales; annualized results hit 17.8 million vehicles

September 1, 2015

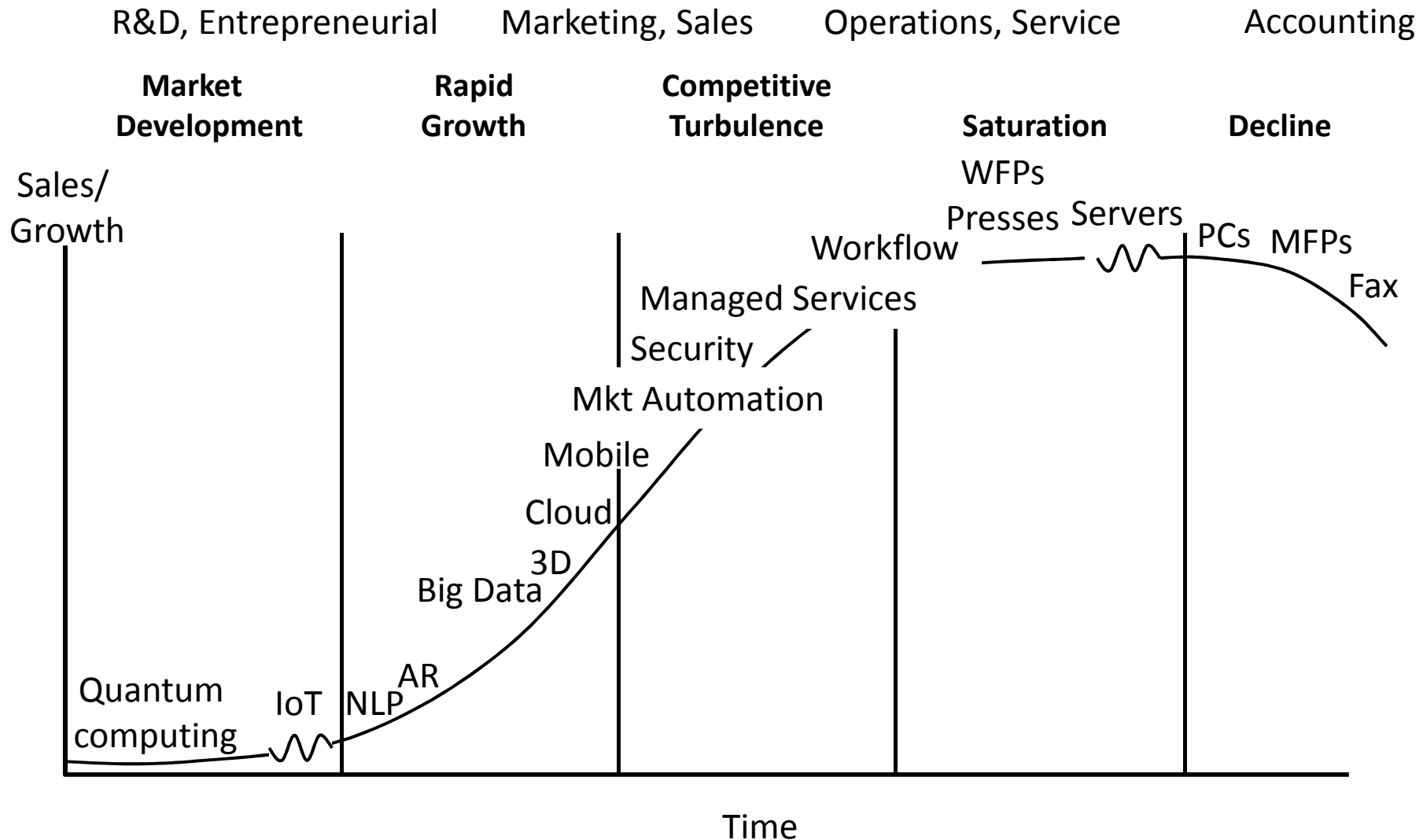
U.S. Construction Spending Hits a New Postrecession High

August 27, 2015

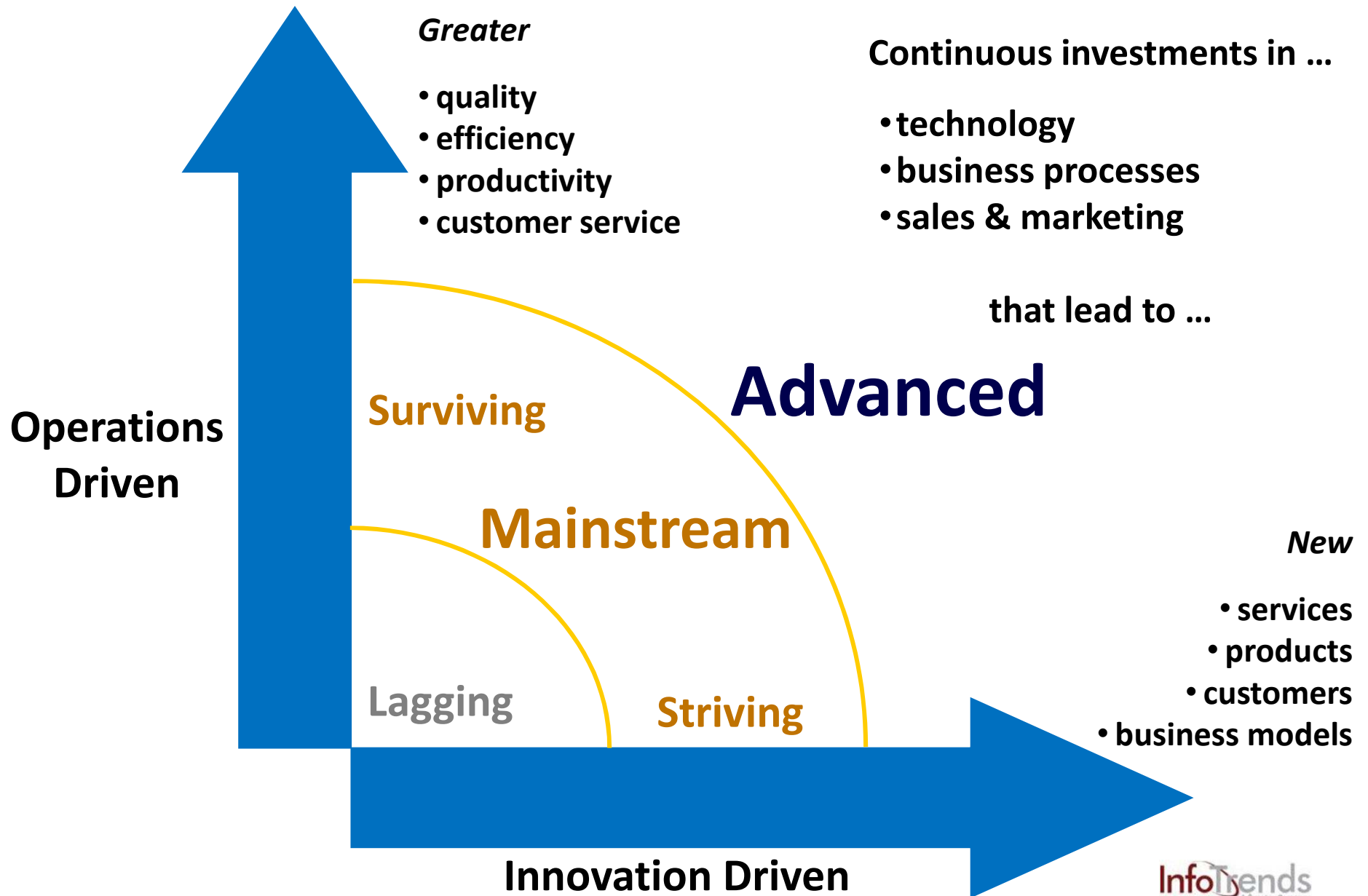
GDP Numbers Reveal Underlying Momentum, Possible Headwinds for U.S. Economy

Growth at 3.7% pace is broad-based, led by business investment, inventories, government and consumer spending

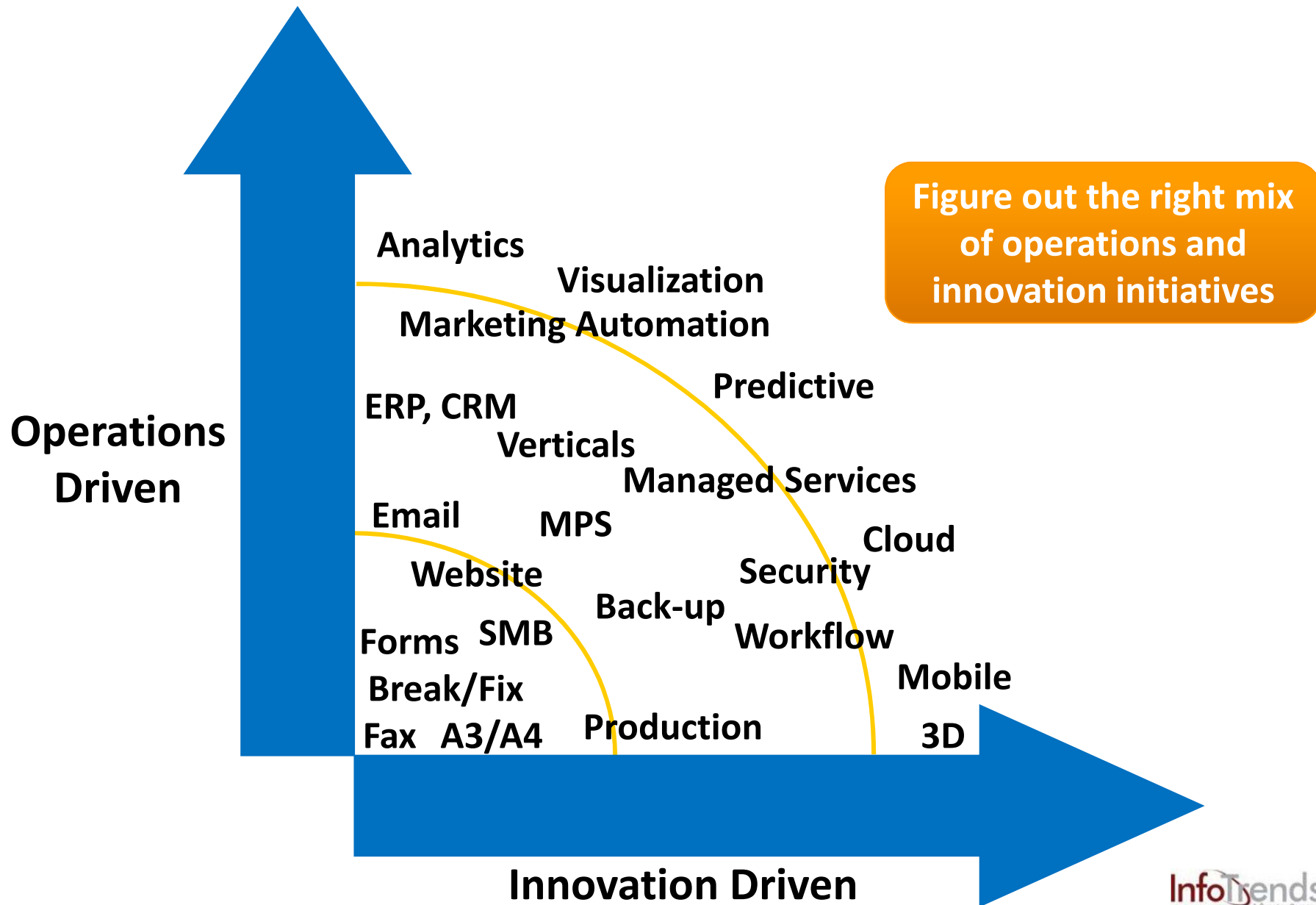
Classic Market Development Curve



Strategic Paths



Where Are You?



Are You Ready?

THE WALL STREET JOURNAL.

U.S. Lacks Ammo for Next Economic Crisis

Policy makers worry fiscal and monetary tools to battle a recession are in short supply

By [JON HILSENATH](#) and [NICK TIMIRAOS](#)

Aug. 17, 2015 10:37 p.m. ET

With the U.S. expansion entering its seventh year, policy makers are planning how to respond to the next downturn, which history shows is inevitable. The current expansion is now 16 months longer than the average since World War II, and none has lasted longer than a decade.

“The world economy is like an ocean liner without lifeboats,” economists at [HSBC Bank](#) wrote in a recent research note.

McKinsey & Company

LEADING ENTERPRISES USE **SIX BUILDING BLOCKS** TO DEVELOP DIGITAL CAPABILITIES.



Source: McKinsey, September 2015

What Will be Valued in 3 to 5 Years?



Devices

\$

Price

Analytics
Visualization
Predictive
Workflow
Mobility
Automation
Compliance
Security
Services
Cash flow
Time



Financial



Government



Retail



Professional



Utilities



Healthcare

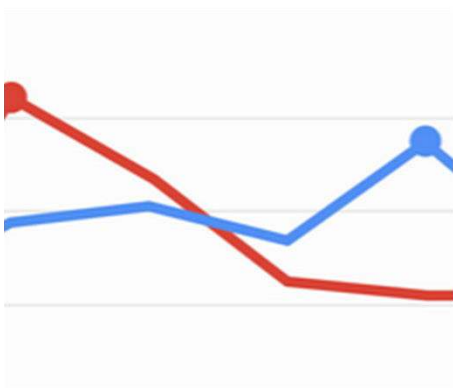


Education

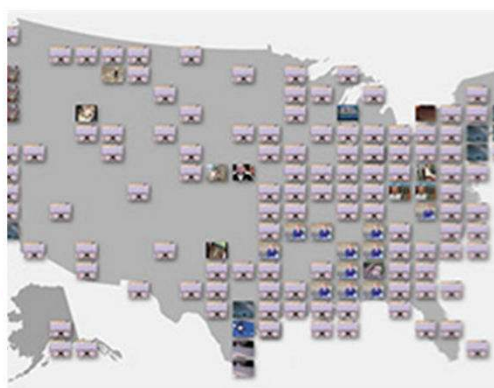


Wholesale

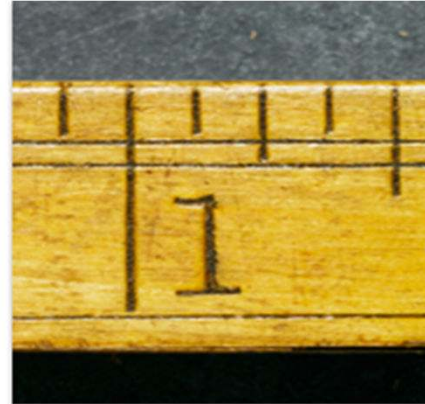
Planning Tools



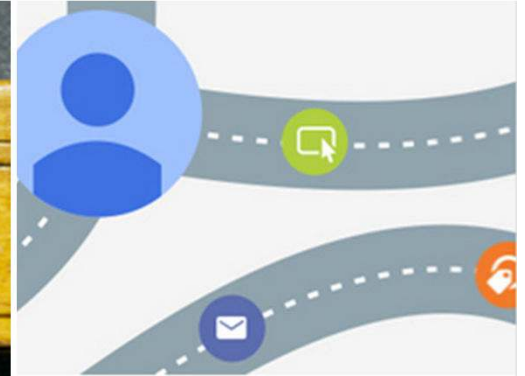
Google Trends



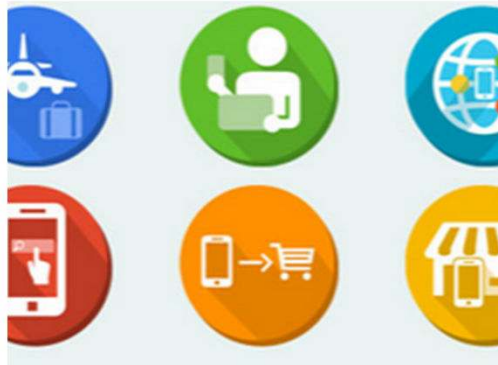
YouTube
Dashboard



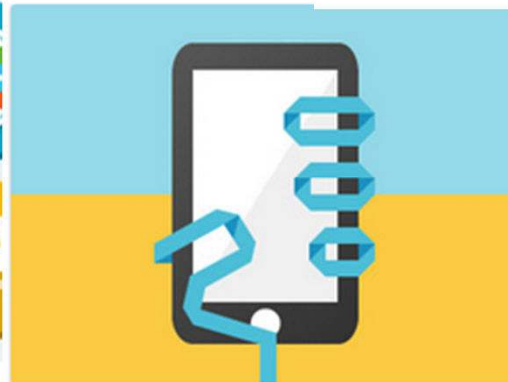
Display
Benchmarks Tool



The Customer
Journey to Online
Purchase



Databoard for
Research Insights

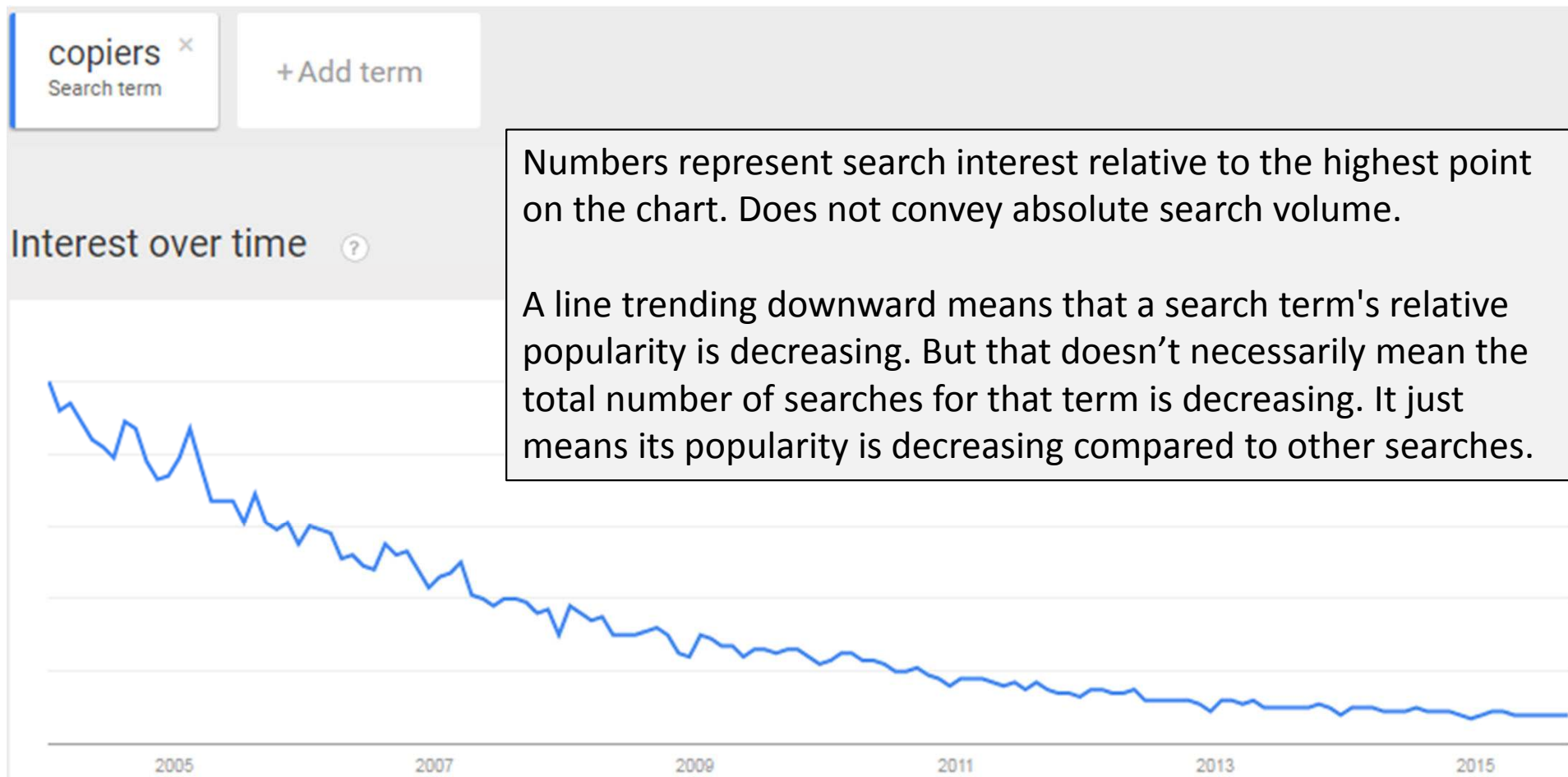


Mobile in the
Purchase Journey



Consumer
Barometer

Google (Search) Trends – Copiers



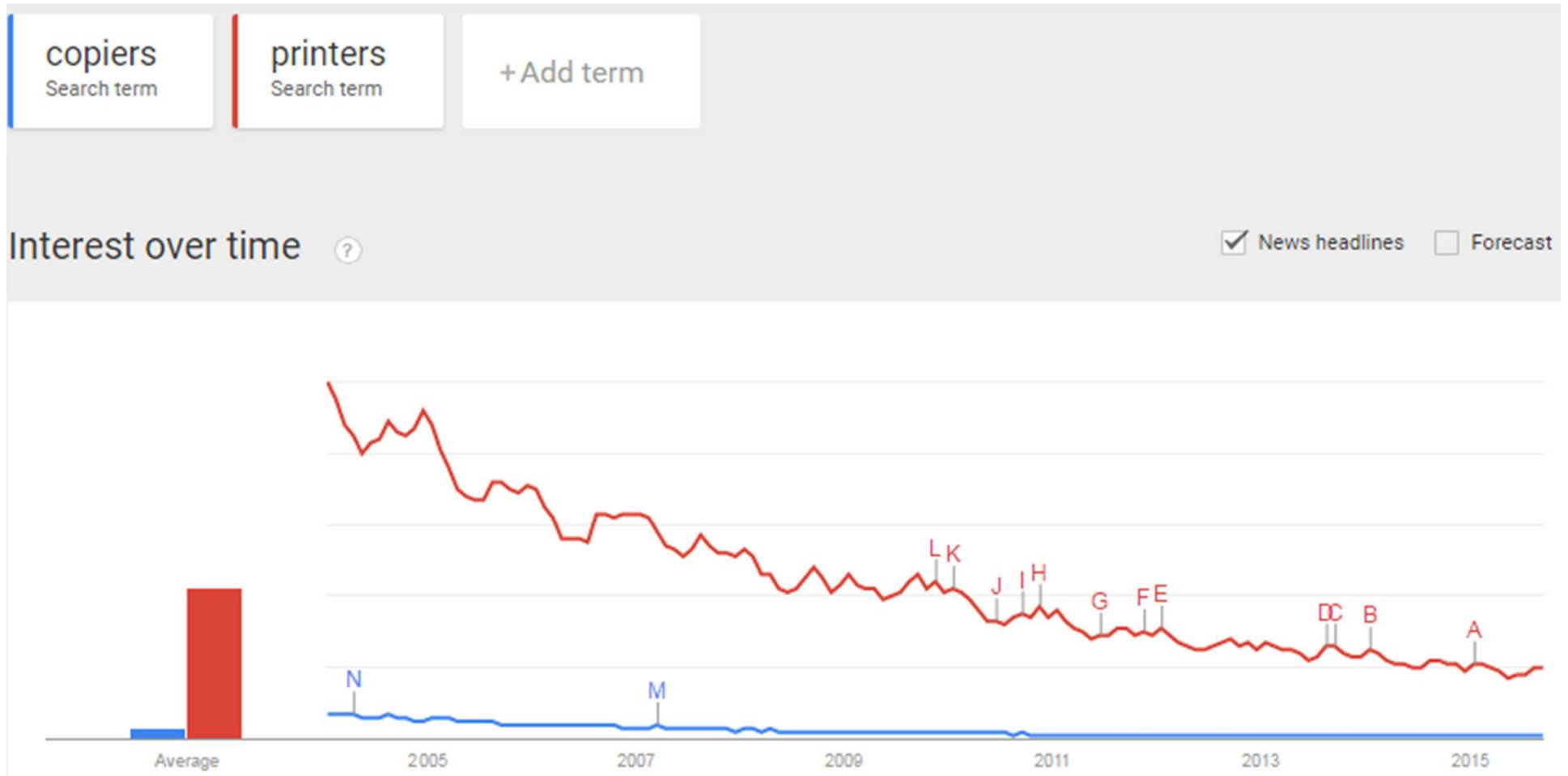
Source: ThinkWithGoogle

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Search Trends – Copiers vs. Printers



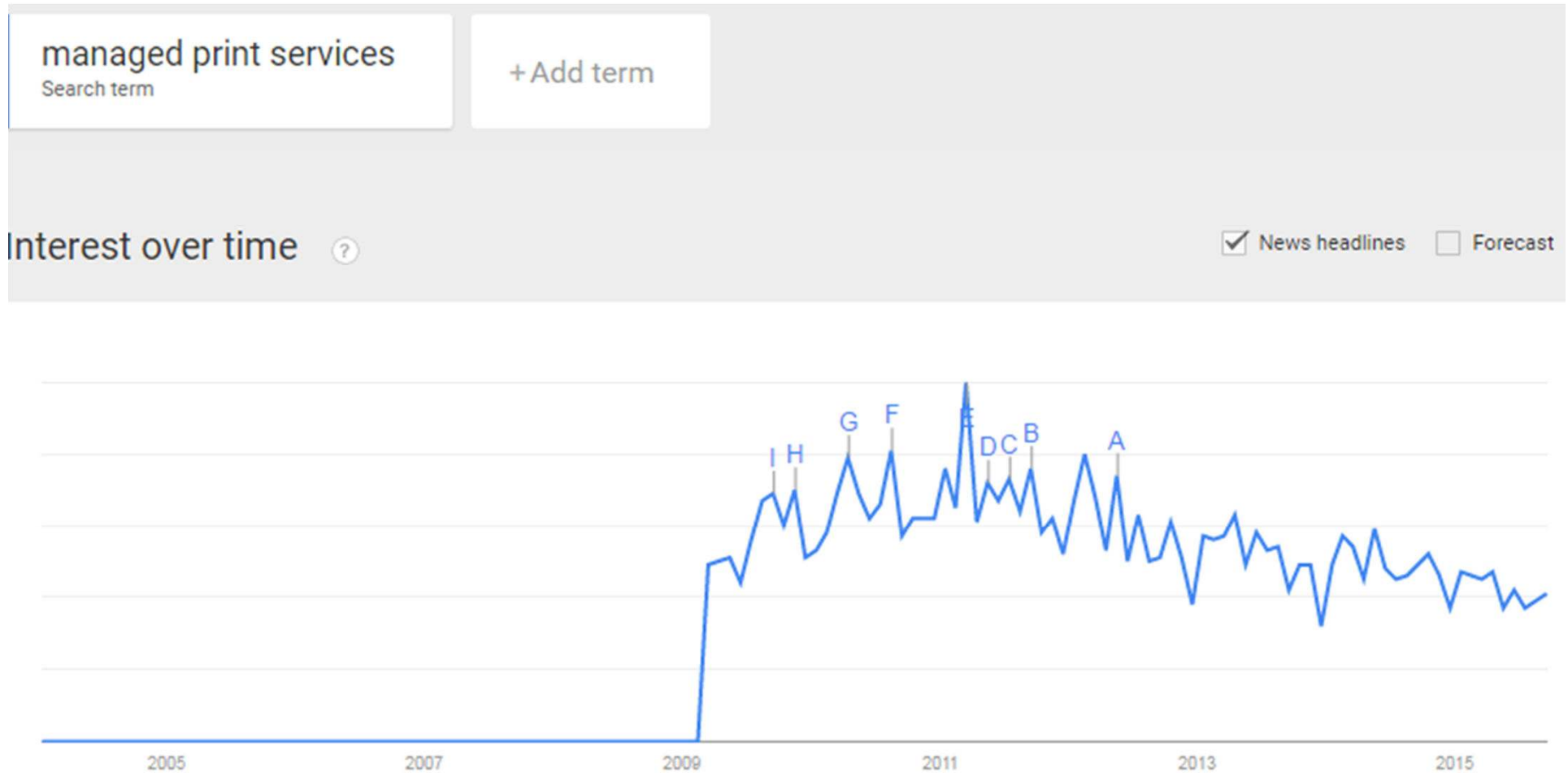
Source: ThinkWithGoogle

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Search Trends – Managed Print Services



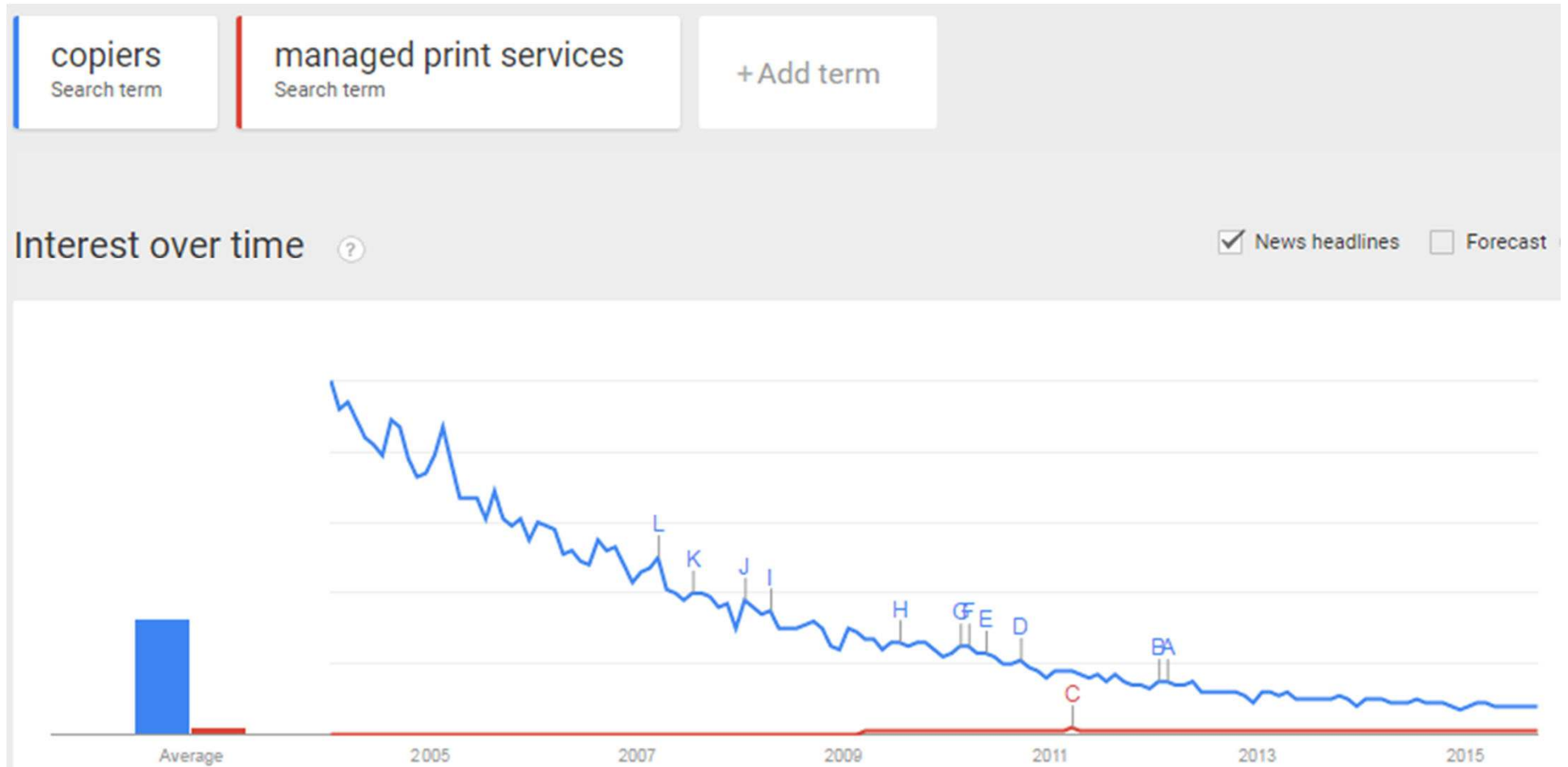
Source: ThinkWithGoogle

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Search Trends – Copiers vs. Managed Print Services



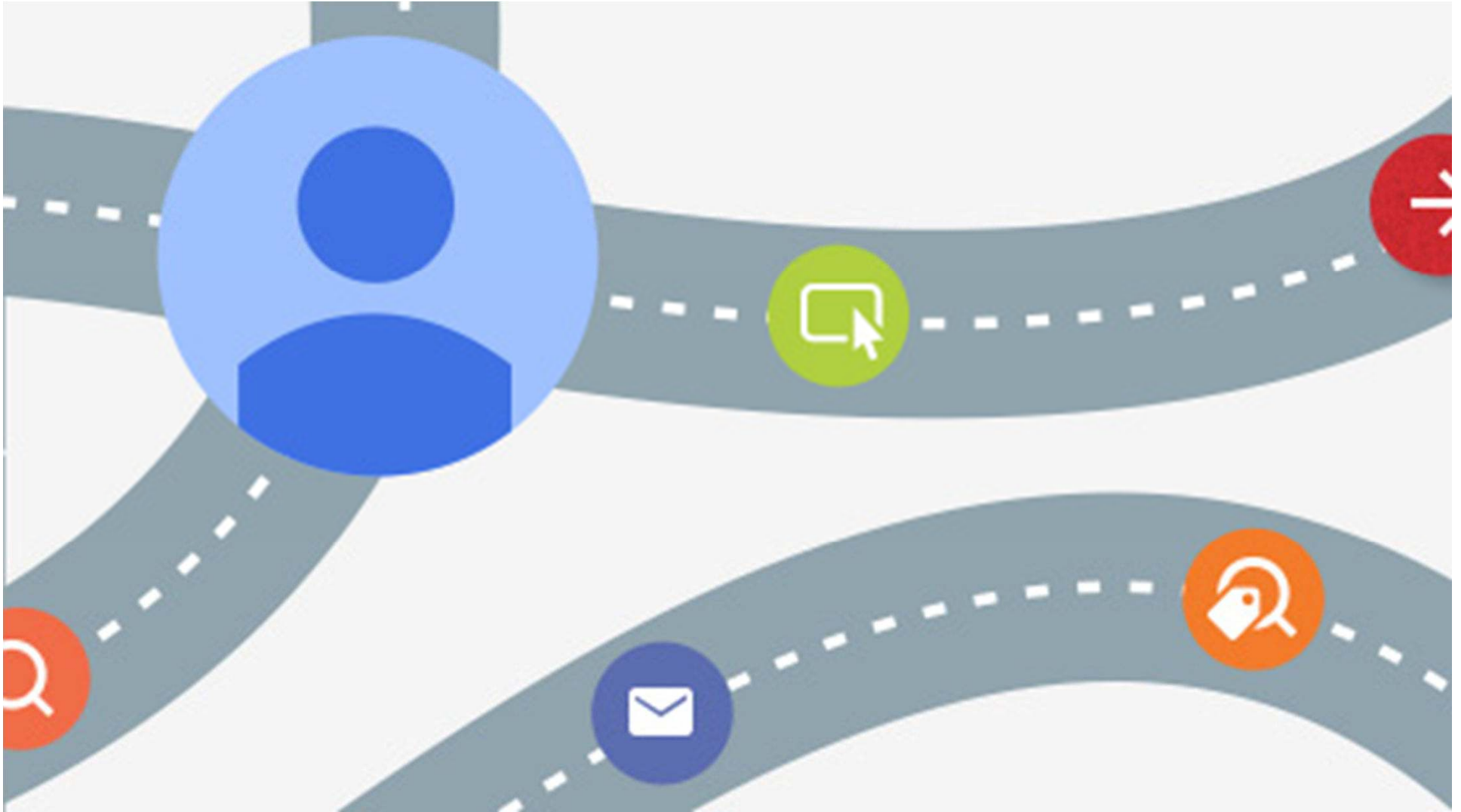
Source: ThinkWithGoogle

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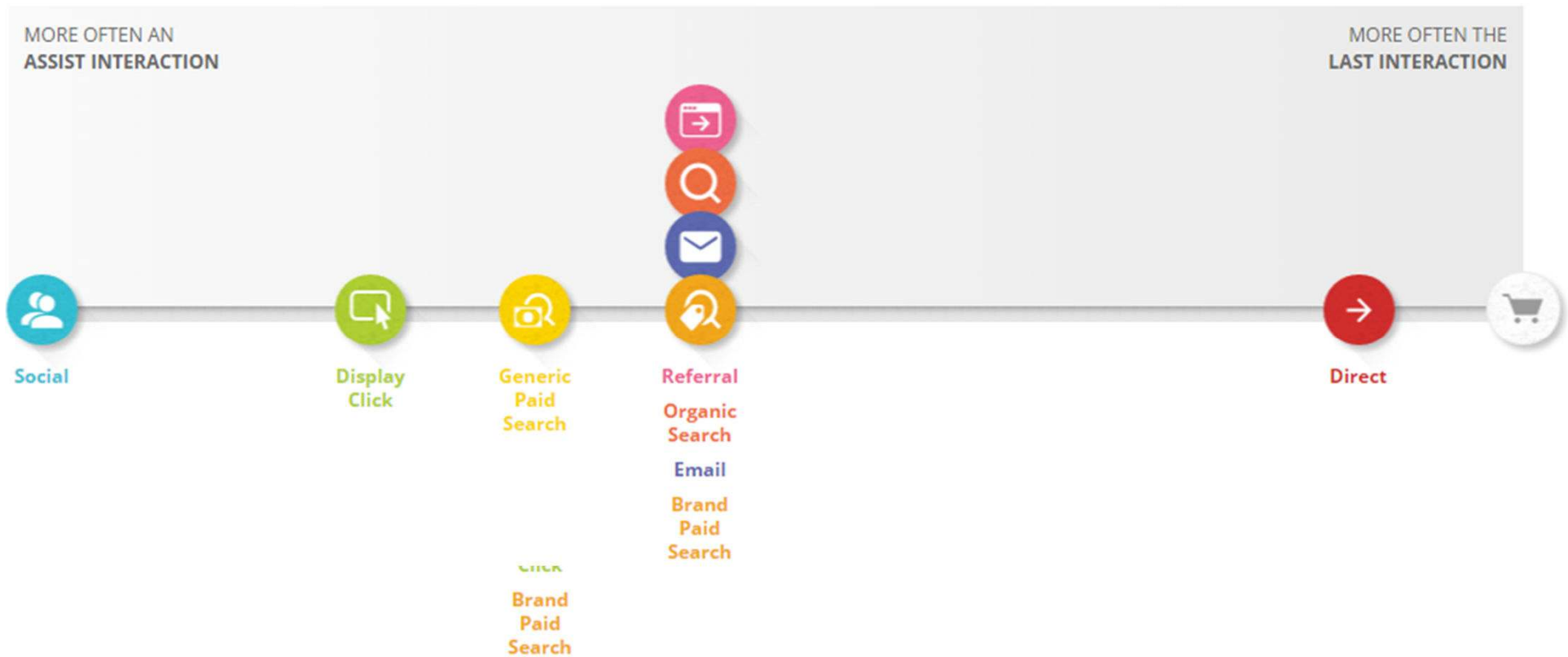
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The Customer Journey to Online Purchases



Google ... The Customer Journey

Explore how marketing channels for Large businesses in the Computers & Electronics industry in The U.S. influence the purchase decision.





MEASURE WHAT MATTERS MOST

A marketer's guide to improving outcomes
by focusing on your best customers and
the critical moments in their journey

think with Google™

Customers May Be More Knowledgeable than Reps



Source: Corporate Executive Board survey with over 1,400 B2B customers

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Your Website Matters

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SHARP



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FREE
quote now!



MX-2615N / MX-3115N

Key Features

- Standard ledger-size copy, print and color scanning
- 26 ppm (MX-2615N) or 31 ppm (MX-3115N) B&W and Color networked digital MFP
- Maximum Paper Capacity of 3,100 sheets
- 100-sheet Reversing Single Pass Feeder with Duplexing
- Standard PCL®6 compatible printing language
- High-resolution 7" touch-screen color display
- Std. Document Filing System with thumbnail view and image preview



MX-4140N / MX-4141N / MX-5140N / MX-5141N

Key Features

- 2,000-sheet tandem paper drawer option
- Standard 150-sheet duplex single-pass feeder (DSPF)
- Standard PCL®6 and Adobe® PostScript®3™ printing systems
- Standard Wireless LAN capability
- Standard Compact PDF feature
- Standard Web Browser feature with built-in PDF Viewer
- Sharp Cloud Portal Office ready

What You Are Up Against

The screenshot displays the Canon website's navigation and a product advertisement. At the top, there is a dark blue header with links for 'eManage Login', 'Enter Username', 'Enter Password', 'Log In >', 'Forgot Password?', 'Meter Reads', and 'Register Now'. Below this is a light blue navigation bar with 'Find a Driver', 'Contact Us', and a 'Search...' field with a magnifying glass icon. The main navigation menu includes the Canon logo, 'CANON SOLUTIONS AMERICA', and links for 'Products', 'Services & Industries', 'Insights & Expertise', 'Customer Support', and 'Our Company'.

The central advertisement features a large image of the imageRUNNER ADVANCE C3330i multifunction printer. Overlaid on the image is a blue banner with the text: 'Big capabilities in a small footprint: **The new imageRUNNER ADVANCE C3330i!**'. Below this, a dark blue box contains the text: 'The imageRUNNER ADVANCE C3300 Series offers small workgroups access to powerful information management solutions. Impressively compact and cost-effective, these multifunction color devices can change the way you work.' A dark blue button with white text says 'Learn more about the imageRUNNER ADVANCE C3330i >'. At the bottom of the advertisement, there is a dark blue bar with the word 'Solutions' in white, followed by 'Products', 'Knowledge', and 'Support'.

Engaging Content and Tools Tuned to Customers



Products

Services &
Industries

Insights &
Expertise

Customer
Support

Our
Company

Webinars & Videos

Filter Results By:

Community

- ☐ Charity/Fundraising
- ☐ Environment
- ☐ Outreach
- ☐ Sustainability

Product Information

- ☐ Customer Testimonial
- ☐ Large Format
- ☐ Office Systems (MFDs)
- ☐ Press Demo
- ☐ Production Print
- ☐ Software

Thought Leadership

- ☐ Best Practices
- ☐ How To Guides
- ☐ Industry

Showing 1-10 of 53 items

Display 10 Per Page

1 2 3 4 5 6 >

Océ Arizona Series Wins Three SGIA 2014 Awards

The newest, biggest, highest speed Océ Arizona printer takes center stage at the recent 2014 SGIA Expo winning Product of the Year Award.

A Reality Check: Augmented Reality

Augmented reality (AR) is leading-edge technology that allows for a digitally enhanced view of the real world. It enables consumers to connect with more meaningful content in everyday life.

AJS Business Imaging Solutions Video Testimonial

The Canon imagePRESS C700 offers AJS Business Imaging Solutions the high quality they require, in a smaller footprint.

ASU Technology Case Study

Arizona State University Technology Case Study

Access Direct Customer Testimonial

Hear executives from Access Direct, one of the largest direct mail and marketing service companies in the

From Looking Digital to Being Digital: The Impact of Technology on the Future of Work

Robert J. Thomas, Alex Kass and Ladan Davarzani

BEING DIGITAL

Edge-Centric Decision-Making

Human & Digital Recombination

Real-Time Adaption

Experiment-Driven Design



Data-Driven Operations

DATA



DRILL DOWN

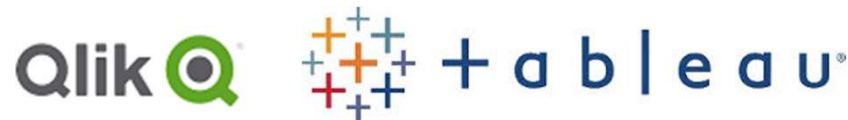


INSIGHTS

Page views
Click through rates
Visits
Sales
Costs
MIF
AMPV
MTBF
Response time
MTTR
Page coverage
Parts inventory
Consumables
Meter reads
Payment
Credit scores
...

By product
By account
By sales rep
By technician
By sub-region
By marketing channel
By time period
...

Marketing originated customers
Customer acquisition costs
Account profitability
Customer lifetime value
Product mix/line profitability
Professional services profitability
Territory optimization
Vertical & geo market penetration
Sales cycle length
Annual sales and quota
Percent of quota
Months to quota
Sales rep profitability



Income Statement (In 000s)

Analytics & Visualization



← Undo → Redo ↺ Reset

tableau
more by this author

Share Download

More People Involved in the Decision, Harder to Reach Them

5.4

people are now involved
in the average B2B buying
decision



90%

of decision makers say
they never respond to
cold outreach



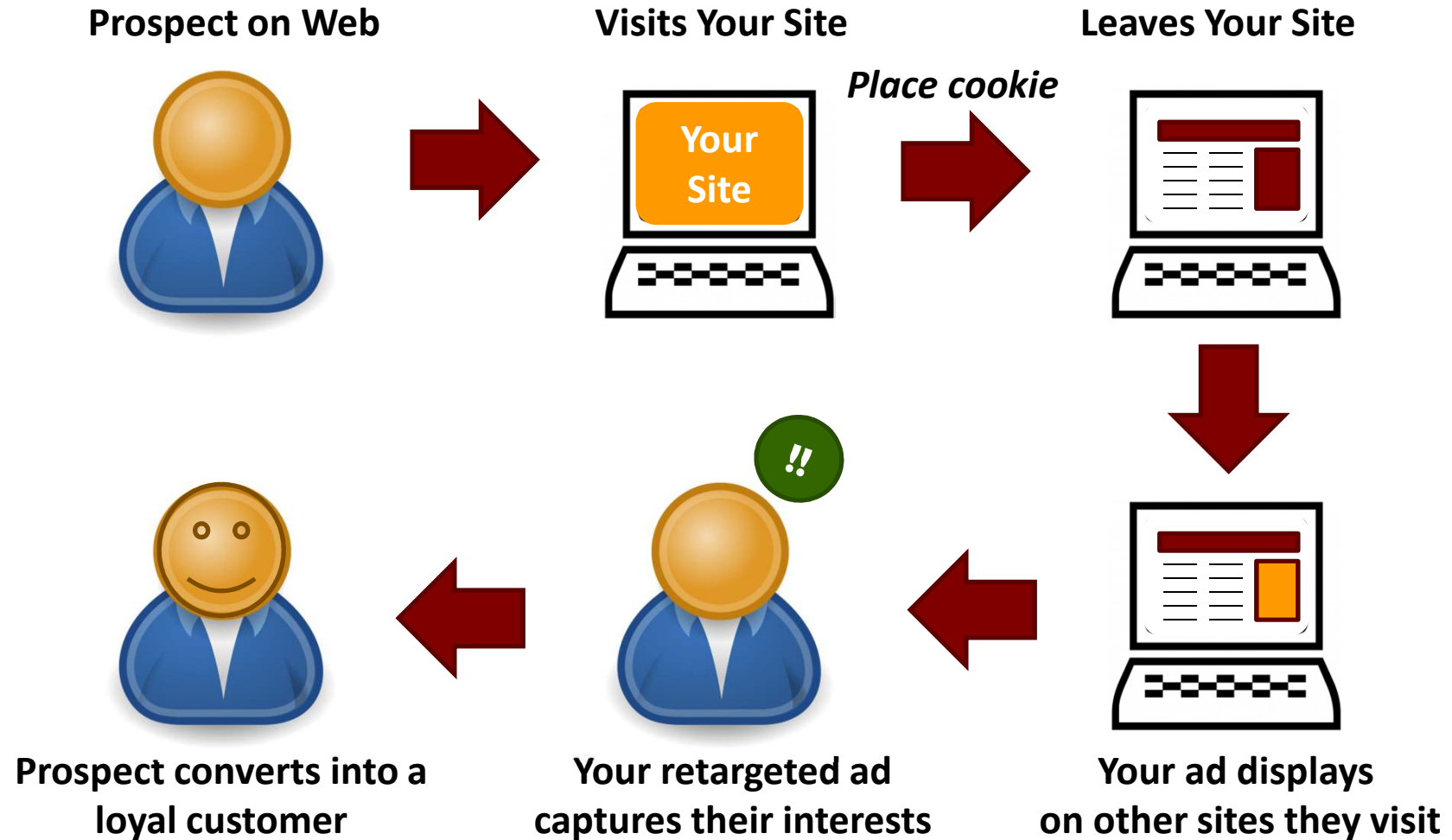
Source: Corporate Executive Board survey with over 1,400 B2B customers

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Ad Retargeting



AdRoll bizo criteo sitescout

Customer Engagement Platforms

DEMANDBASE

Account-Based Marketing will never be the same for Business Services

Demandbase announces the acquisition of WhoToo, creating the largest global data platform for B2B marketers

See how this benefits your ABM strategy

Hello, Infotrends

REQUEST A DEMO

Navigation Menu:

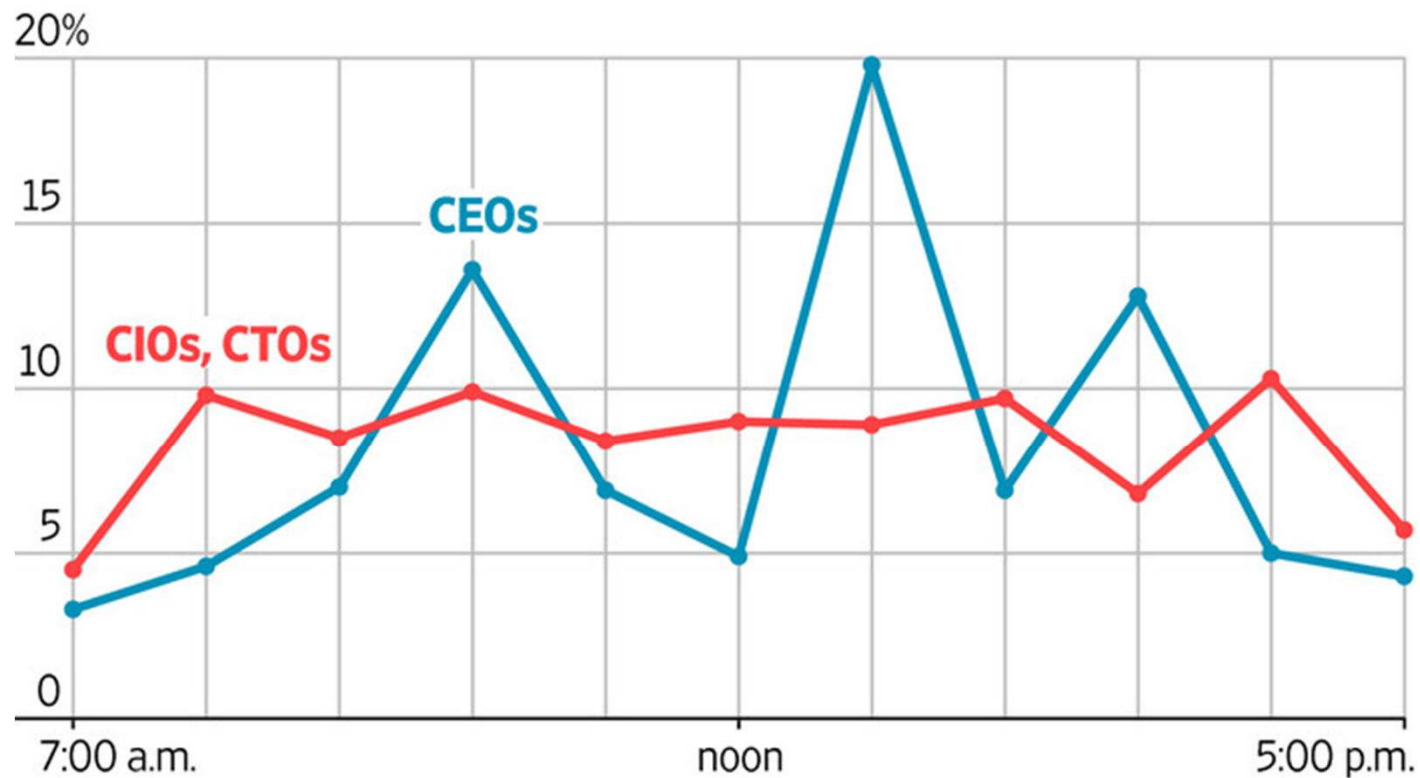
- HELLO
- ATTRACT
- ENGAGE
- CONVERT
- MEASURE
- HOME

- Account-based advertising
- Target specific companies with personalized messages
- Place your ads across leading exchanges and publishers
- Measure and optimize by account

Predictive Sales Automation Tools



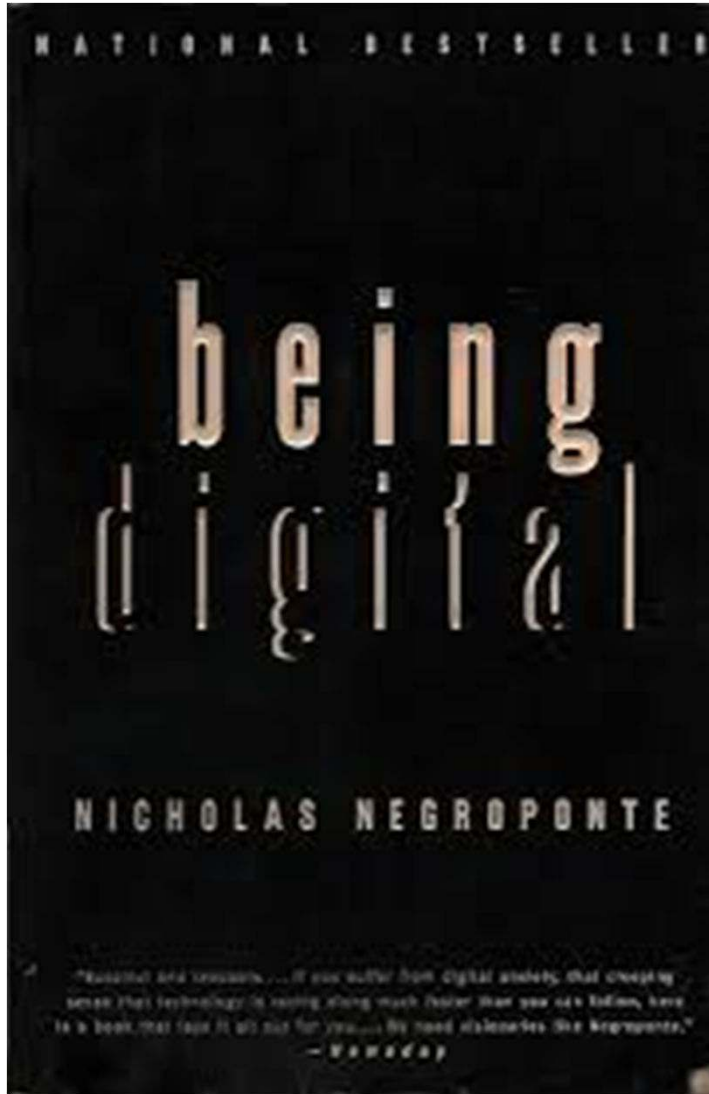
When to Call the C-Suite



Note: Based on 44,870 telephone calls to CEOs, CIOs and CTOs spread over a 3-year period
Source: InsideSales
THE WALL STREET JOURNAL.

Recommendations

- **Anticipate more disruption and “clarification”**
 - Value shifts and channel consolidation
- **Determine your strategic path – and push way out**
 - Operations and innovation
- **Make “being digital” the center of your strategy**
 - Strategy and management
 - Products and services
 - Sales and marketing
 - Employees, processes and tools
- **Push your company (and customers) to evolve faster**



"Being digital is different. We are not waiting on any invention. It is here. It is now. It is almost genetic in its nature, in that each generation will become more digital than the preceding one."

Nicholas Negroponte, 1995
Chairman Emeritus of MIT Media Lab

