ACDI Presents

The Future of Mobile Printing

ACDI **Mark Hart** Director of Business Development / National Accounts

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1983

The first mobile device capable of connecting to a network and a printer is released

1992

WiFi is created

1996

Cell phones begin to increase in popularity

1999

PDAs start to integrate features like cameras, Bluetooth, email & WiFi

2007

Apple introduced the iPhone, one of the first smartphones to use a touchscreen interface

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2008
The first smartphone to use the Android platform was released

2010
First iPad released

2011
Apple introduced its AirPrint feature & Google introduced GCP. Mobile worker population exceeded one billion

2013
The Mopria Alliance was formed with Canon, HP, Samsung & Xerox as founding members

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2017... TODAY

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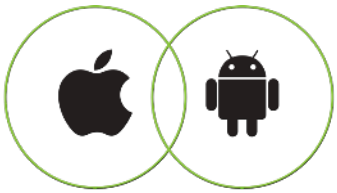

In the 6 years since introducing native printing apps from the largest mobile device manufacturers in the world...

Other proprietary mobile printing platforms have emerged:

PrinterOn | PrinterShare | UniPrint | EveryonePrint | OEM Specific Options

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Today, printer and copier manufacturers comprise the bulk of the mobile printing ecosystem.

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HIGHEST CAGR

8.9%

InfoTrends

Mobile printing is the main driver in the output management segment, displacing traditional printing environments.

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mopria™ ALLIANCE

The formation of strategic alliances like Mopria have given birth to the need for establishing industry standards for mobility printing.

The goal, make printing simpler than traditional PC-based printing.

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95% CONSUMERS

67% BUSINESS USERS

want to print from their mobile devices

InfoTrends

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WHY IS THIS IMPORTANT?

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IDC 2015 FORECAST

96.2 Million Mobile Workers

5 YEARS

105.4 Million Mobile Workers

Mobile workers will account for nearly three-quarters of the U.S. workforce by 2020.

72.3%

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Millennials, who came of age right as mobile technology began to make a revolutionary impact, are entering the workforce in droves.

They're bringing their technology, thoughts, and processes along with them.

- Millennials are twice as likely to print jobs that run from 6 to 15 pages in length.
- Their role in the new workforce will encourage a lot of prints.

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The office document technology market is changing rapidly with mobile devices.

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Fueling the trend towards mobile printing and BYOD environments

- Falling prices for smartphones and tablets
- Younger workforce
- Access to technology

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70%

of organizations have experienced 1 or more accidental security breaches through printing

quocirca

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Decision makers are in desperate need of a secure solution that's...

- IT-friendly
- empowers each individual user
- works across every device in every environment

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HOW DOES THIS AFFECT YOU?

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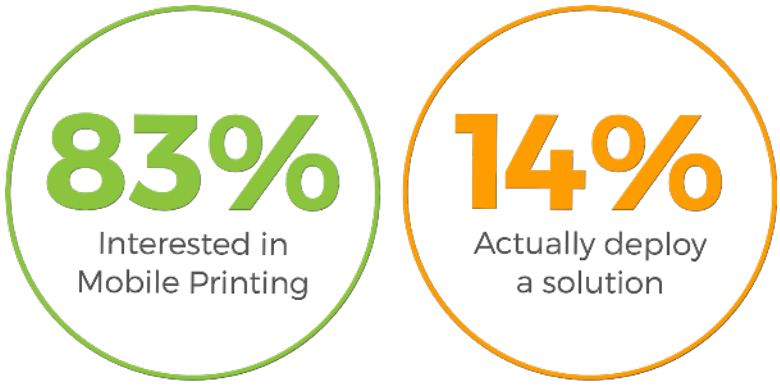

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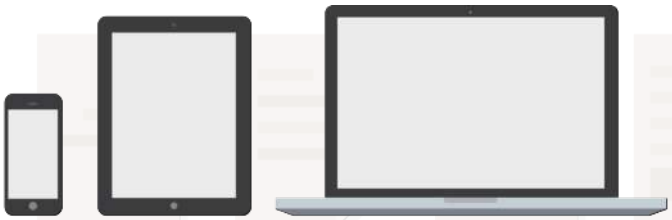

Mobile printing encourages users to print more from their mobile devices, an option that was previously difficult to implement and support.

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2020

North American MPS Market

12.3 Billion

in revenue

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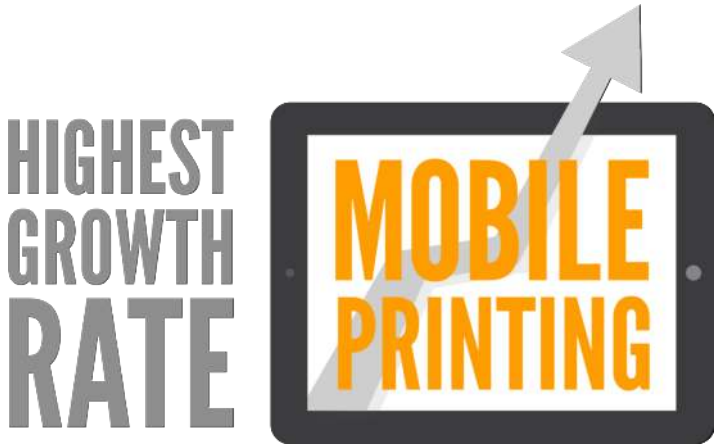

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… mobile printing contributes to other areas of output management growth & revenue.

- security
- rules-based routing
- enhanced capture
- workflow solutions

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The shift towards business-centric mobile devices has promoted the opportunity for office equipment suppliers and manufacturers to find a way to marry the long-history of printing with the current demand generated by mobile devices.

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2016 Forecast
2.98 Trillion
Total Pages Printed

2016 Forecast
241.7 Billion
Mobile Pages Printed

Where do you want those mobile prints to go...
YOUR DEVICES

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Where do you go from here?

- Add an Enterprise Mobility Print Solution to your Portfolio
- Identify Sales and TechnicalMobility Print Specialists in your organization
- Include Mobility Print in all of your MPS opportunities

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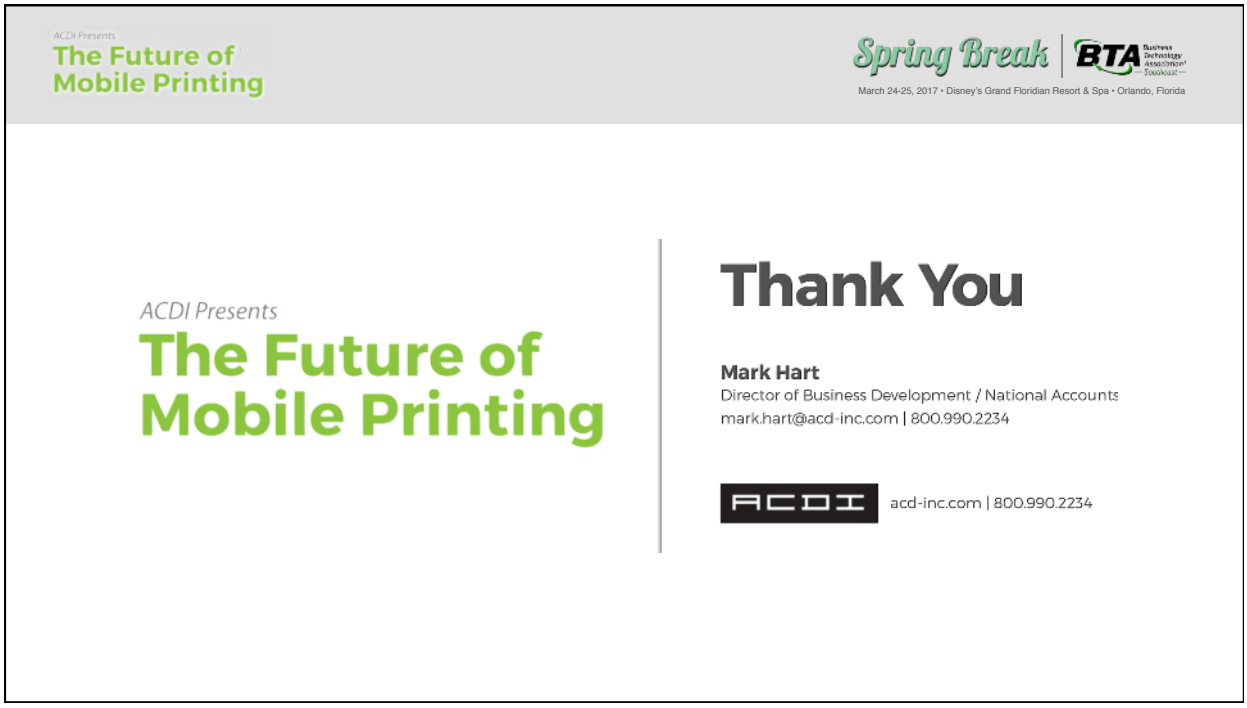
Engage ACDI...

we're your Mobility Print partner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Thank You
Mark Hart
Director of Business Development / National Accounts
mark.hart@acd-inc.com | 800.990.2234
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acd-inc.com | 800.990.2234