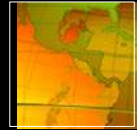



Mobile Transformation: The Impact on the Office Technology Industry



Randy Dazo, Senior Director Solutions & Services



InfoTrends
A research company



Disruptive – (dis-^lrəpt) to interrupt the normal course

Transformation – (tran(t)s-fər-^lmā-shən) the act of change of composition or structure

InfoTrends
www.infotrends.com 2

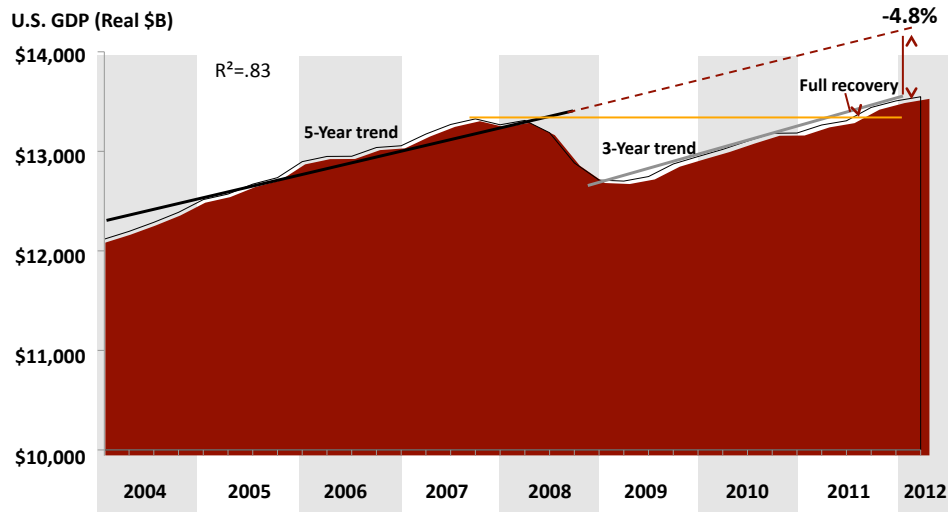
MEGA Disruptive Forces



© 2012 InfoTrends

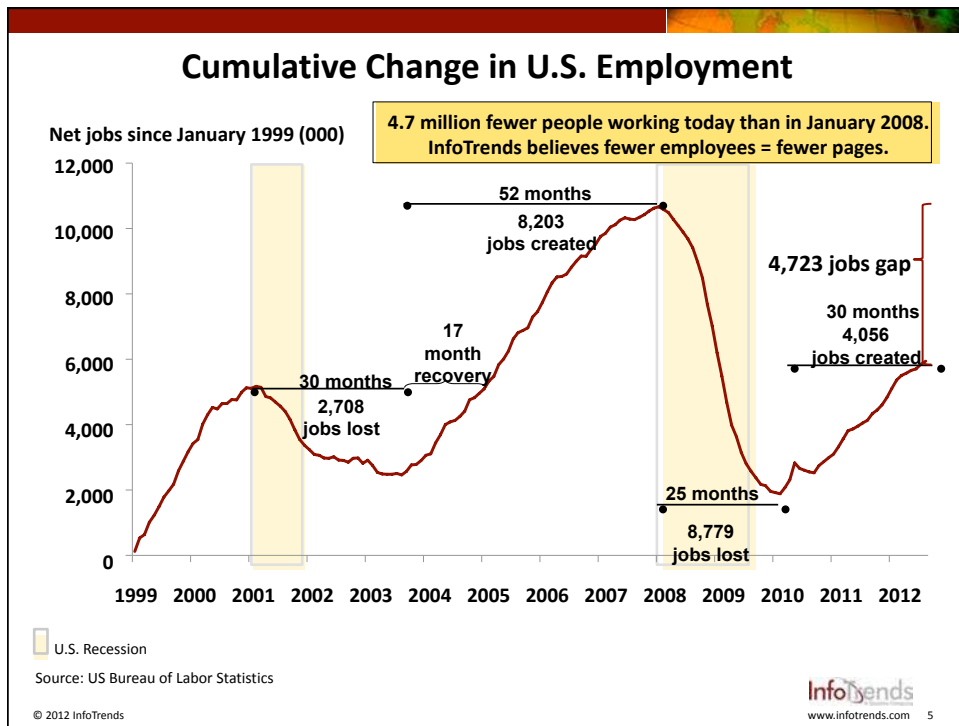
InfoTrends
www.infotrends.com 3

U.S. GDP (Real \$B)



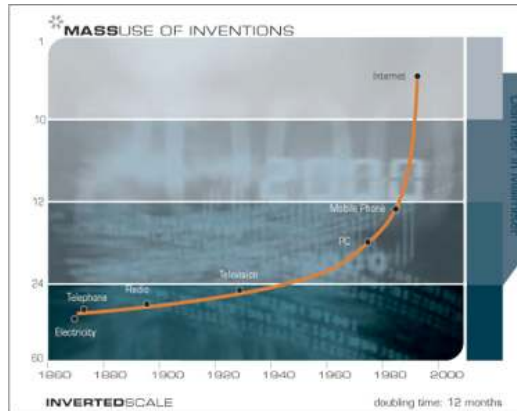
Source: US Bureau of Economic Analysis
InfoTrends analysis
© 2012 InfoTrends

InfoTrends
www.infotrends.com 4



Rapid Development/Usage/Evolution of Technology

- Rapid development of technology vs. the rapid reduction of prices vs. the adoption rate
- 3 Inhibitors/ Accelerators to Technology Growth & Adoption
- Processing Power – Moore's Law
- Storage and Media
- Bandwidth - Broad- band and Mobile Network expansion



**EVERY MODERN COMMUNICATION TECHNOLOGY
TODAY NOW IS CONNECTED TO "IT"**

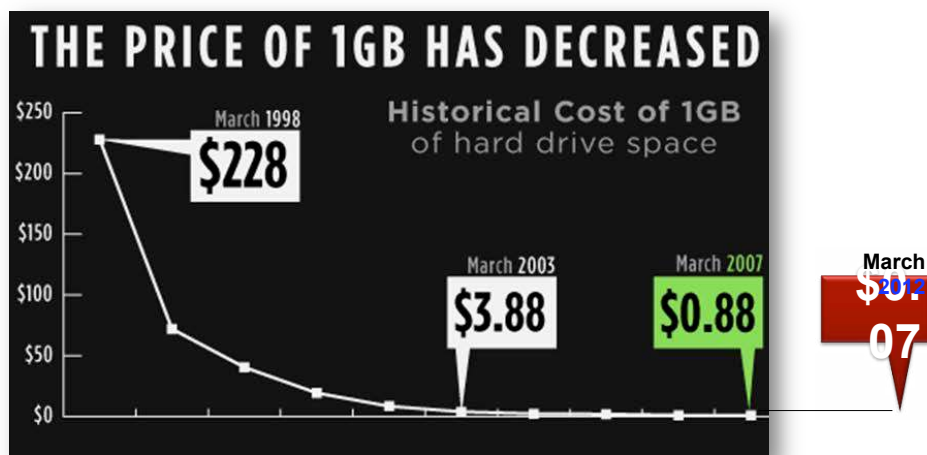
InfoTrends
www.infotrends.com

© 2012 InfoTrends

7

Storage Prices

<http://mozy.com/blog/misc/how-much-is-a-petabyte/>



InfoTrends
www.infotrends.com

© 2012 InfoTrends

8

Perspectives

- 1 Megabyte: **One small novel** OR one 3.5 inch floppy disk
- 5 Megabytes: **The complete works of Shakespeare** OR 30 seconds of TV-quality video
- 1 Gigabyte: **A pickup truck filled with paper** OR A symphony in high-fidelity sound OR A movie at TV quality
- 2 Gigabytes: **20 meters of shelved books** OR A stack of 9-track tapes
- 20 Gigabytes: A good collection of the works of Beethoven
- 1 Terabyte: All the X-ray films in a large technological hospital OR **50,000 trees made into paper and printed**

© 2012 InfoTrends

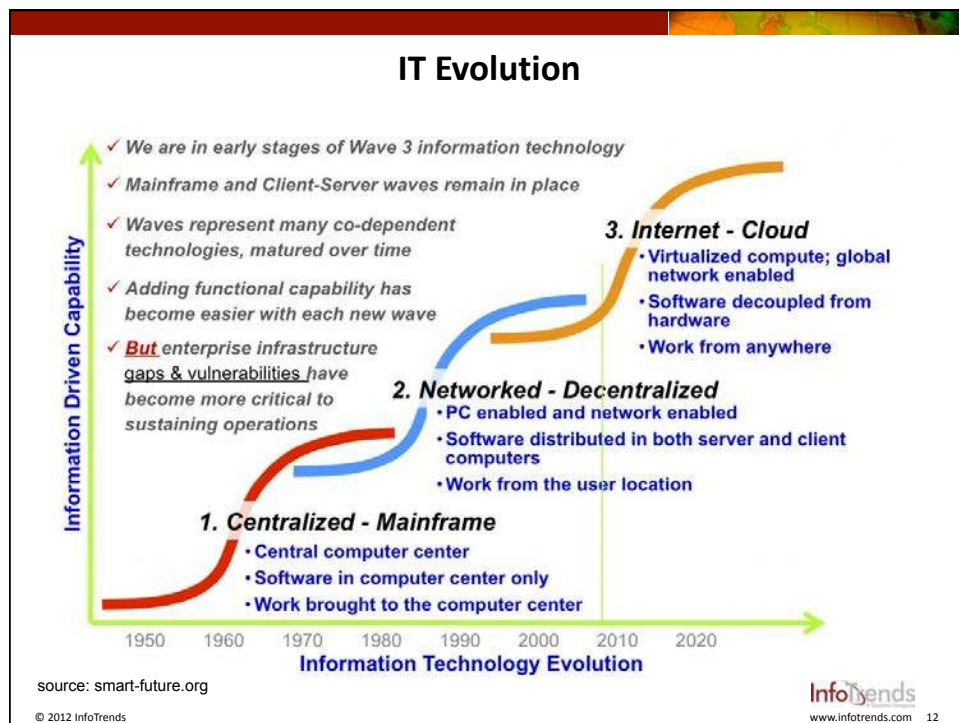
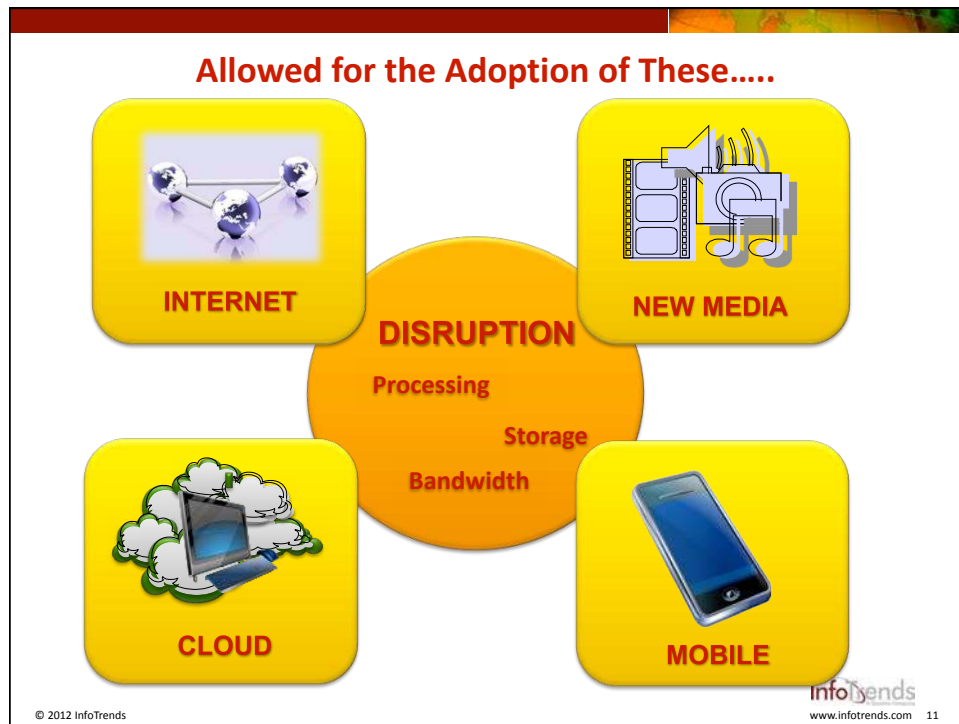
InfoTrends
www.infotrends.com 9

Perspectives

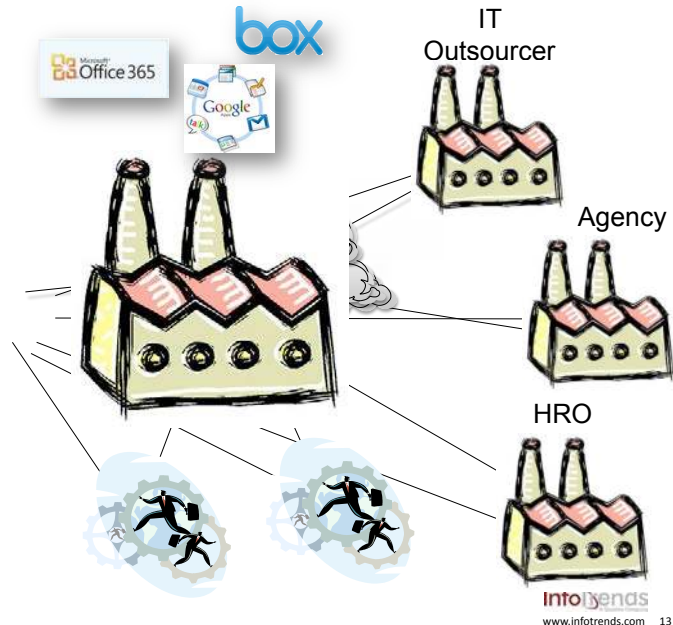
- 2 Terabytes: **An academic research library**
- 10 Terabytes: **The printed collection of the US Library of Congress**
- 1 Petabyte: 3 years of Earth Observing System satellite data (2001)
- 2 Petabytes: **All US academic research libraries**
- 20 Petabytes: The amount of data processed by Google...per day
- 200 Petabytes: **All printed material!!!!**
- 5 Exabytes: All words ever spoken by human beings
- ...and then there are the Zettabyte and the Yottabyte....???

© 2012 InfoTrends

InfoTrends
www.infotrends.com 10



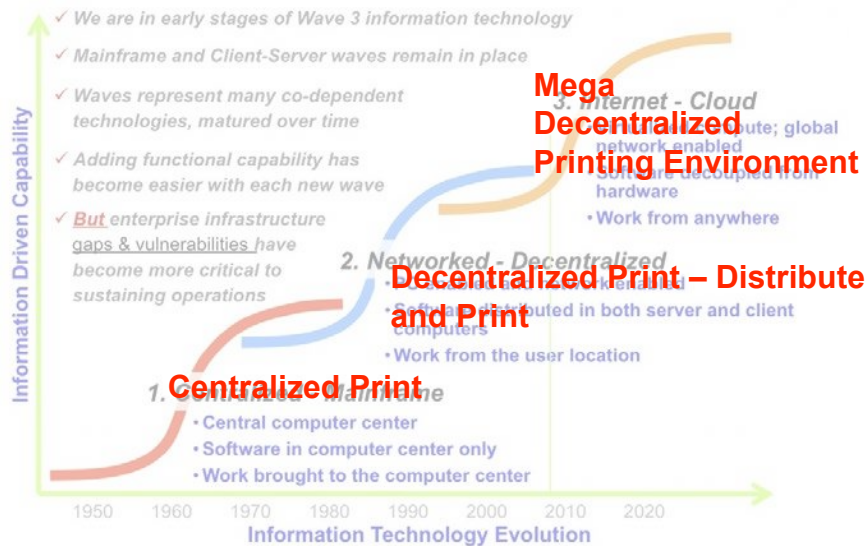
The Cloud Connects People with Processes



© 2012 InfoTrends

www.infotrends.com 13

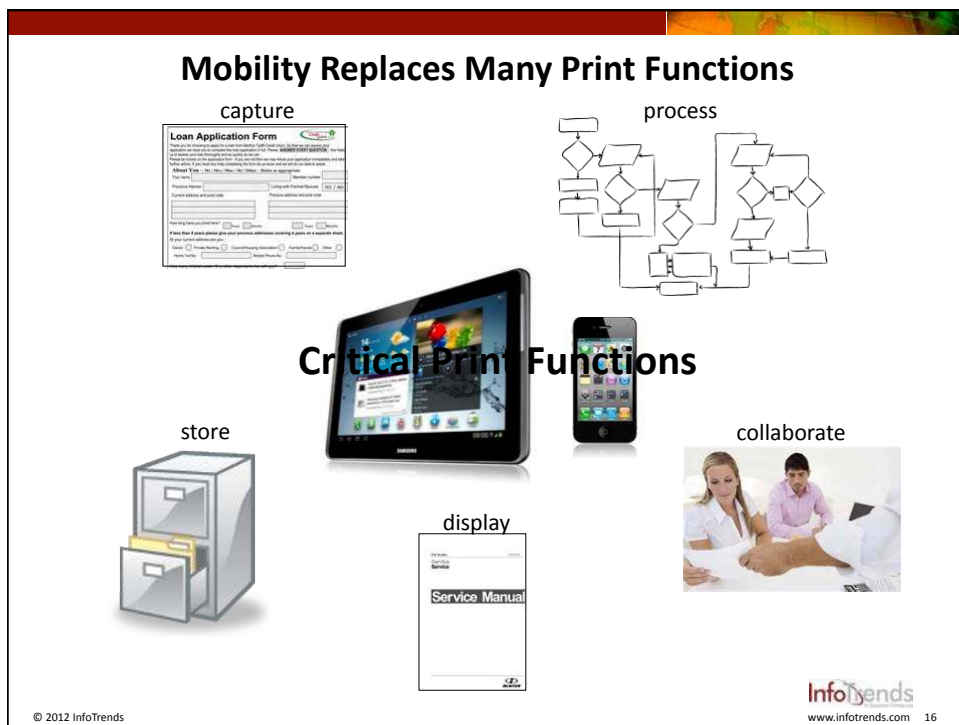
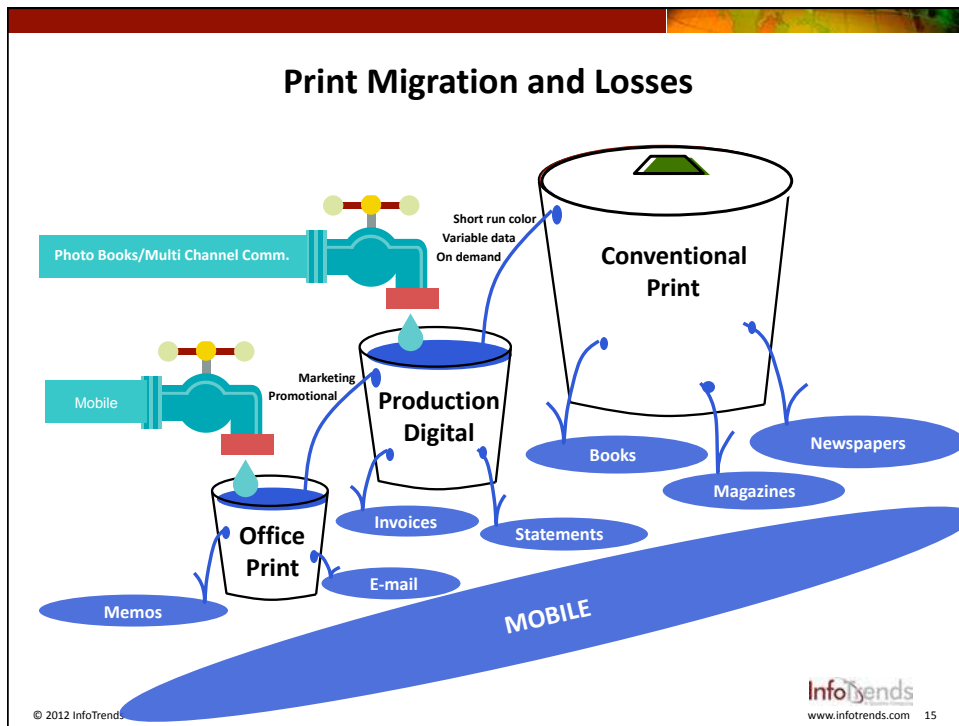
....that print mimics...



source: smart-future.org

© 2012 InfoTrends

www.infotrends.com 14



MEGA Disruptive Forces



© 2012 InfoTrends

InfoTrends
www.infotrends.com 17

Moving At The Speed of ME - It is ALL about ME



© 2012 InfoTrends

InfoTrends
www.infotrends.com 18

Me Generation - Gap???



Andrew Mason
Groupon



Drew Houston
Dropbox



Mark Zuckerberg
Facebook



Jeff Weiner
LinkedIn



**Steven Chen, Chad Harley
and Jawed Karim**
YouTube



Aaron Levi
box.net



Jason Fried/Hanson
Basecamp

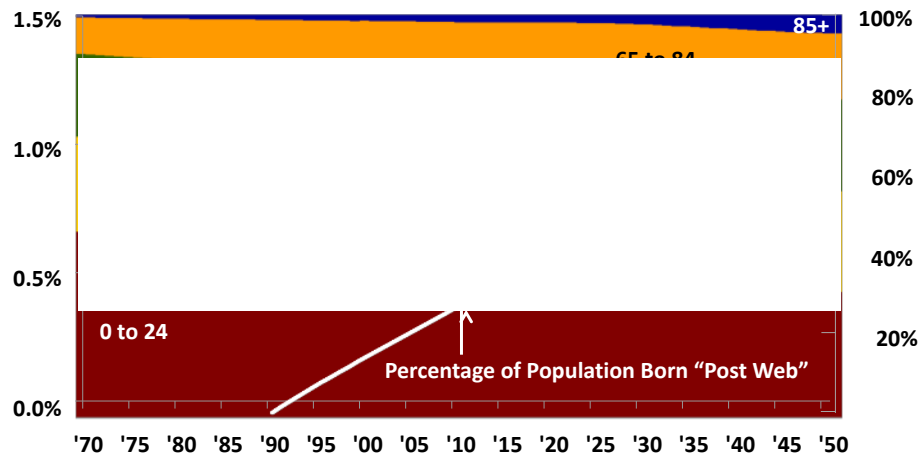
© 2012 InfoTrends

www.infotrends.com 19

U.S. Population Trends

Annual Population Growth

Percentage of Population



Source: US Bureau of Census

© 2012 InfoTrends

InfoTrends

www.infotrends.com 20

MEGA Disruptive Forces



© 2012 InfoTrends

InfoTrends
www.infotrends.com 21

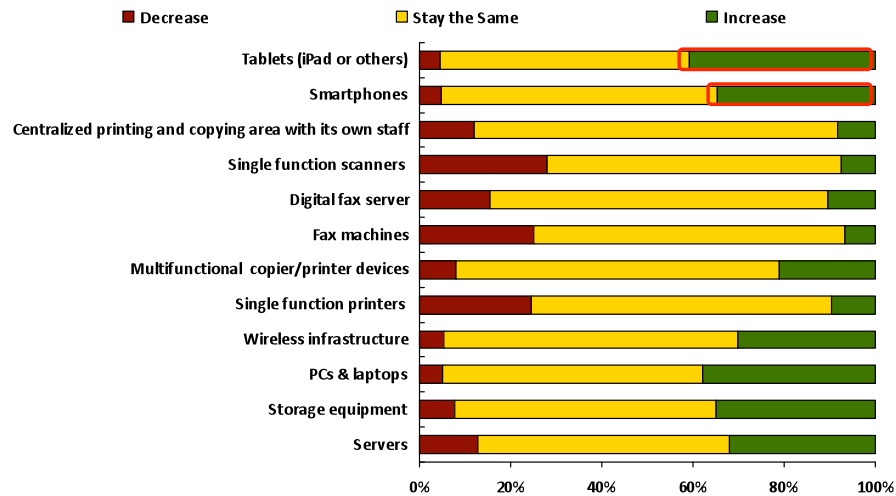
Transformation Affecting Our Industries

Baby Boomer	Gen X, Y, Z
Document Management	Business Process Solutions
PC/MFP On/Off Ramp	Mobile On/Off Ramp
PC Software	Apps
Server Based Solutions	to the Cloud
Personal Computer	Post PC Revolution
External Security Threats	Internal Threats
Transactional	Outsourced/Managed Services

© 2012 InfoTrends

InfoTrends
www.infotrends.com 22

Compared to last year, will your hardware technology investment in the following areas increase, decrease, or stay the same (Total)

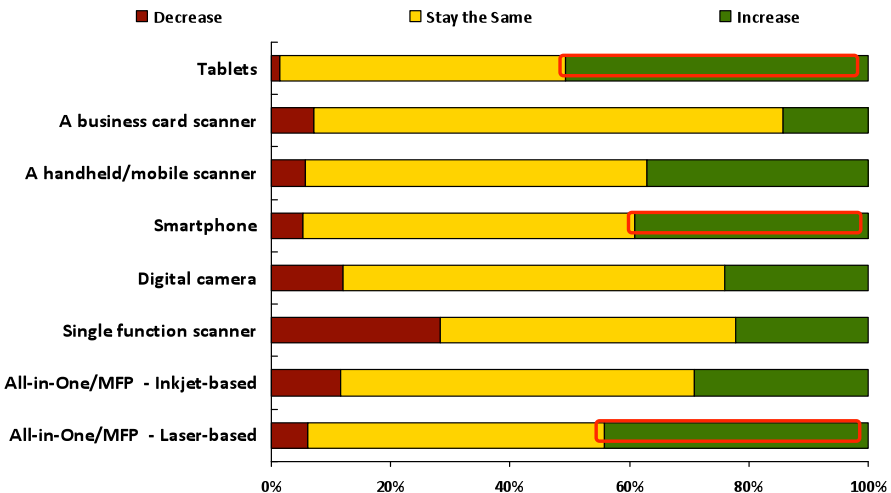


N = 312

© 2012 InfoTrends

InfoTrends
www.infotrends.com 23

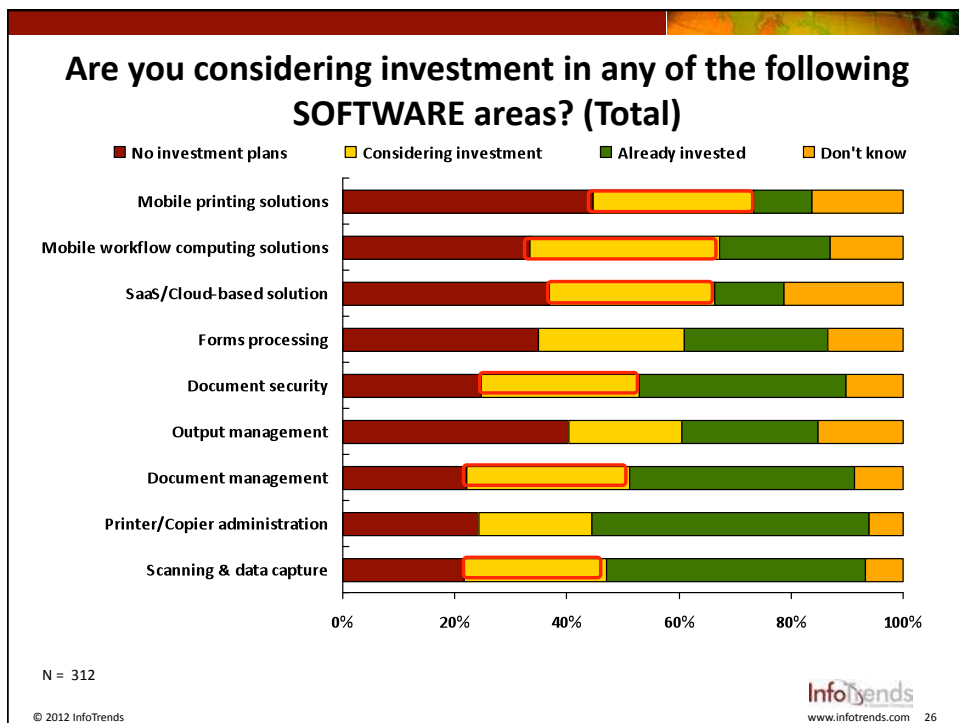
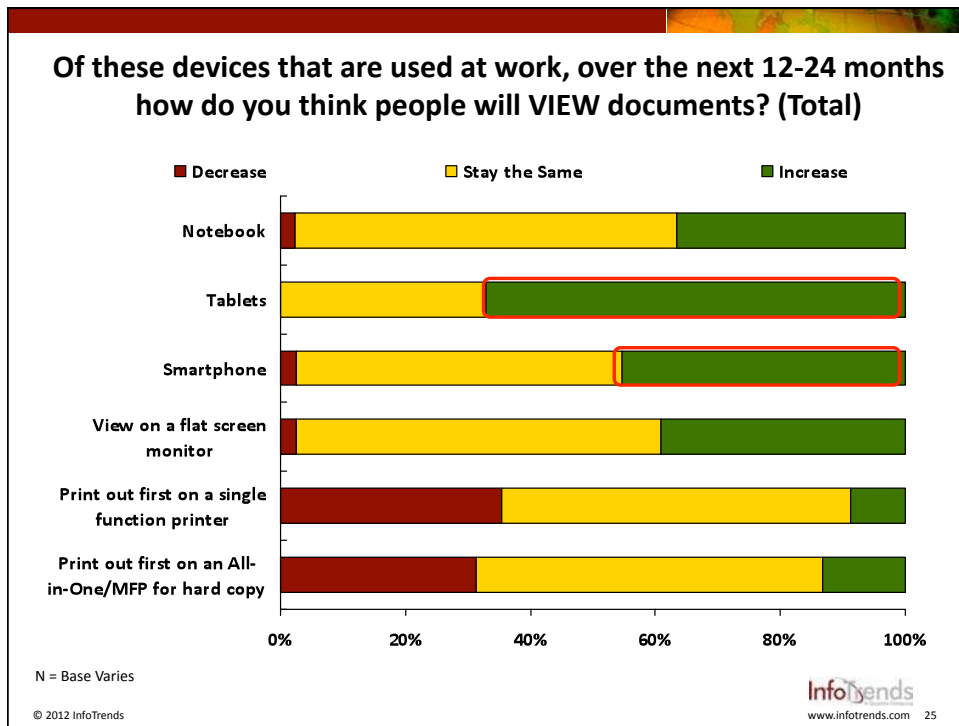
Over the next 12-24 months how do you think the volume of Scanning/Capture (of documents) will be on these devices? (Total)



N = Base Varies

© 2012 InfoTrends

InfoTrends
www.infotrends.com 24





Mobility Solutions Definition

Mobility solutions include a set of software and services often accompanied by hardware that enhances the productivity or business process of a mobile knowledge worker

InfoTrends
www.infotrends.com 27

What are Mobile Solutions?



Mobile Solutions – not just software or apps for devices...

...but Solutions for them.



InfoTrends
www.infotrends.com 28

What are Mobile Solutions?

They may involve...



Mobile Devices



Software (Apps)



The Cloud



...these too



...even MFP's

© 2012 InfoTrends

InfoTrends
www.infotrends.com 29

Types of Mobile Worker Solutions



Ad Hoc - BYOD



**Business
Productivity -
BYOD
Corporate Issued**



**Business
Process -
Corporate Issued**

© 2012 InfoTrends

InfoTrends
www.infotrends.com 30

Challenges to Consider – Device Platforms



iOS



Android



Blackberry



Windows Mobile



WebOS

© 2012 InfoTrends

InfoTrends
www.infotrends.com 31

Challenges to Consider – Carrier Platforms



GSM – Edge – 3G – (HSPA+) –
4G LTE

CDMA – EV-DO – (WiMAX) –
4G LTE

© 2012 InfoTrends

InfoTrends
www.infotrends.com 32

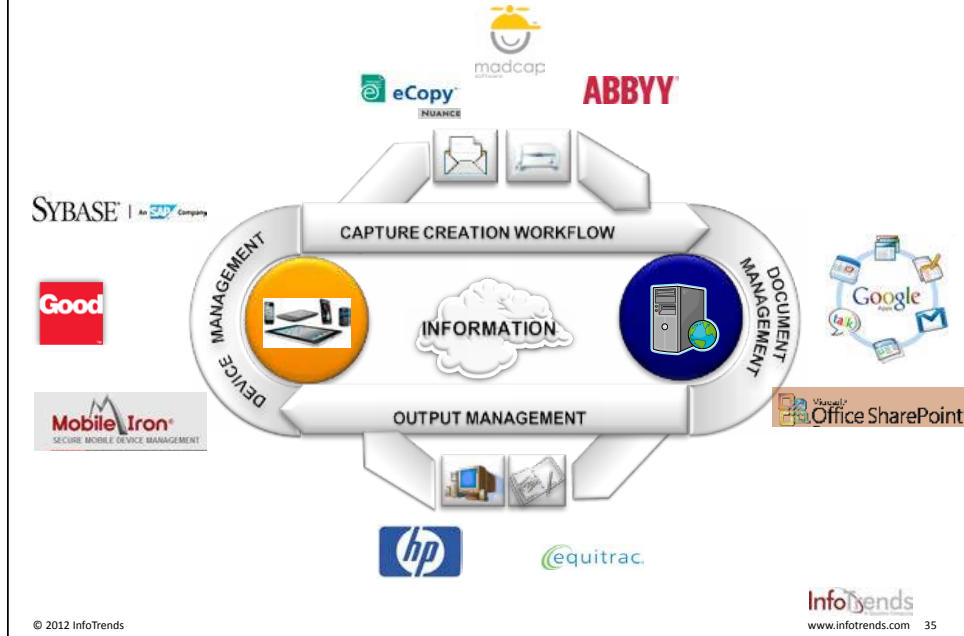
Challenges to Consider – Mobile Print

© 2012 InfoTrends www.infotrends.com 33

LOB – OE Workgroup Solutions

© 2012 InfoTrends www.infotrends.com 34

Workgroup Mobile Solutions



Mobile Output Printing Categories



© 2012 InfoTrends

www.infotrends.com 36

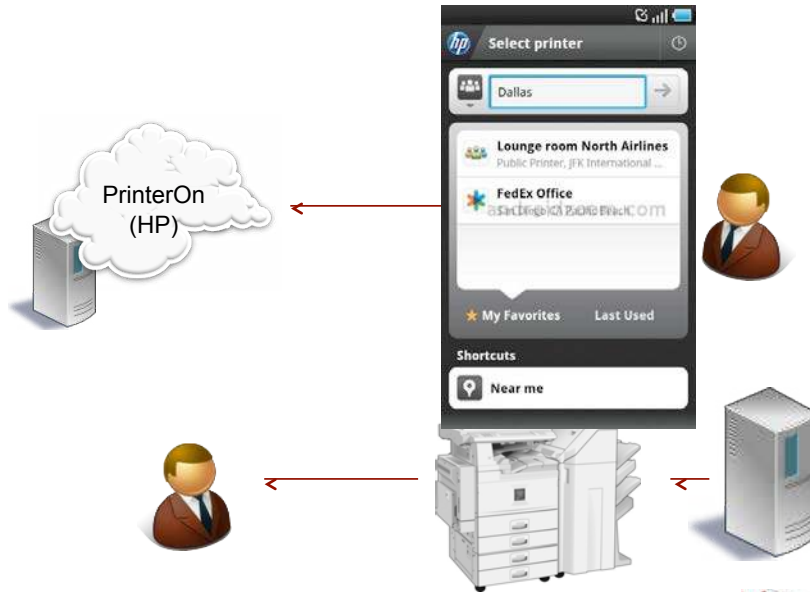
Fixed Network/Enterprise Cloud Printing



Cloud & Follow You Printing



Open Network Cloud Printing



© 2012 InfoTrends

InfoTrends
www.infotrends.com 39

Mobile IP Printing



© 2012 InfoTrends

InfoTrends
www.infotrends.com 40

Mobile Capture/Conversion



© 2012 InfoTrends

InfoTrends
www.infotrends.com 41


ABBYY Mobile Image/OCR Capture Solution







ABBYY

InfoTrends
www.infotrends.com 42

Genius Scan Image/OCR Capture Solution


Home | Genius Scan | Genius Scan WP7 | Blog



Genius Scan,
A scanner in your pocket.






[Genius Scan](#) | [Features](#) | [Reviews](#) | [Support](#)


Genius Scan is the best pocket scanner for iPhone. With Genius Scan, scanning and sending a document as PDF is a matter of seconds.

- Scan a picture with the camera or pick one from the library.
- Crop and straighten your page thanks to Genius Scan frame auto-detection and perspective correction.
- Enhance your document. Genius Scan turns your grayish documents into real black and white. And it makes color documents look more vivid.
- Group pages together to easily create PDF documents.
- Quickly copy documents to your computer via Web-sharing.
- Share your documents by email or export them to iBooks.
- Upgrade to Genius Scan+ and export your documents to iBooks, Dropbox, Evernote or Google Docs. Print your documents to an AirPrint compatible printer.







In a few seconds, save these **receipts** and **business cards** in Genius Scan library.



Want to write down this evil world domination plan sketched on the **whiteboard**? No need to leave your chair, Genius Scan does the trick.



Some of our users use Genius Scan to remember **parking spots**.



www.infotrends.com 43

Scan to Cloud


[Products](#) | [Blog](#) | [Press Room](#) | [Enterprise](#) | [Contact Us](#)

[Products](#) > [Scanner Pro for iPhone](#)



I still wanted to have some serious time for Scanner Pro.

Phil
Risk Bureau, CNET

Scanner Pro

#1 Business App in US, Italy, France, Australia, UK and 20 more countries recently! Scan documents on the go with the iPhone.



Scanner Pro transforms iPhone into portable scanner in your pocket. It lets you scan multipage documents, email them and even upload to Dropbox, MobileMe iDisk or any other WebDAV enabled server. Evernote integration is there too.



Process image smartly

Automatic edge detection and advanced image processing will help you to get great scans. To adjust crop area manually, tap anywhere on the screen.

Scan multi-page documents

Scanner Pro handles any type of documents ranging from simple one page letters to multipage agreements. It can add, move, delete pages and even combine pages in landscape and portrait orientations.

\$6.99

Available on the  **App Store**

 Screenshots



www.infotrends.com 44

Mobile Forms – Adobe FormsCentral

Client Questionnaire



CLIENT INFORMATION

Name

Title

Email

Phone

Department

COMPANY INFORMATION

Company Name

Company Size

Industry

© 2012 InfoTrends

InfoTrends
www.infotrends.com 45

Madcap - Mobile Publishing



madcap
software

Mobile Publishing, Now including ePub Output

Ensure your content reaches your audience on any mobile device. A new ePub output for eBooks, combined with WebHelp Mobile, makes Flare the ultimate mobile publishing tool.

*Click Image to Play Video | Mobile Publishing, Now including
ePub Output*

© 2012 InfoTrends

InfoTrends
www.infotrends.com 46

Customer Business Problems Bigger than Signatures



- Slow transactions
- Too many errors
- Lack of visibility
- Re-keying & reconciliation
- Lost documents or pages
- Poor fax readability
- Overnight shipping fees
- Lost productivity

© 2012 InfoTrends

InfoTrends
www.infotrends.com 47

HP Scan/Printer Control



© 2012 InfoTrends

InfoTrends
www.infotrends.com 48

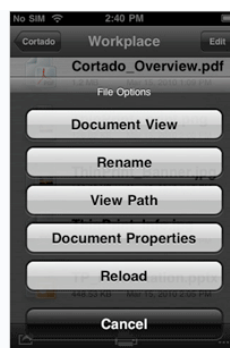
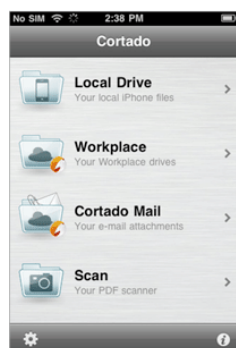
Mobile Cloud Document Management Solutions



© 2012 InfoTrends

InfoTrends
www.infotrends.com 49

Cortado Workplace



© 2012 InfoTrends

InfoTrends
www.infotrends.com 50

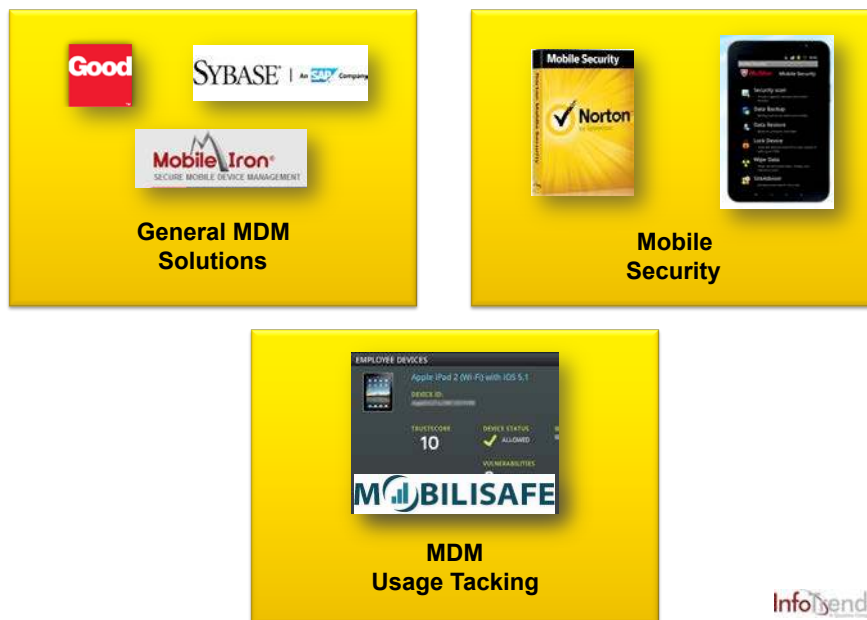
Mobile Device Management

- **Software Distribution** – The deployment and management of software applications that includes the installation, updating, deletion, blocking
- **Policy Management** – Solutions that control and manage the enterprise mobility policies
- **Inventory Management** – Logistics, inventory management, provisioning and support
- **Security Management** – The enforcement of device security, authentication and encryption
- **Service Management** – Management of the telecom service levels

© 2012 InfoTrends

InfoTrends
www.infotrends.com 51

Mobile Device Management Companies



© 2012 InfoTrends

InfoTrends
www.infotrends.com 52

The Threat Has Shifted!

Perimeter-based Security Keeping the Bad Guys Out!



Threat	Denial of Service (DoS), network penetration testing, external attack
Focus	Access and availability
Approach	Firewall, IPS/IDS, anti-malware
Solution	Build and protect perimeters <i>Necessary but insufficient</i>

Persistent Data Security Assume They're Already In!



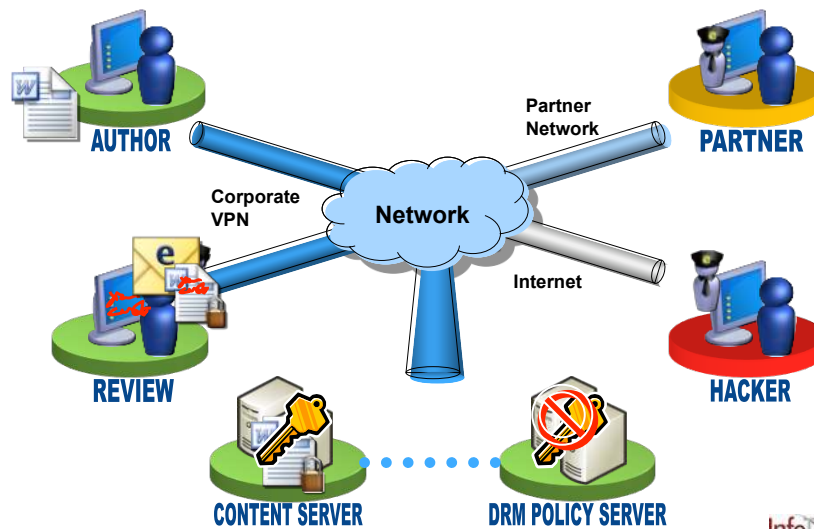
Threat	Privacy breach, intellectual property theft, insider attack
Focus	Authorization and accountability
Approach	Identity management, data encryption
Solution	Manage and protect information <i>Protects information at the source</i>

© 2012 InfoTrends

InfoTrends
www.infotrends.com 53

How Digital Rights Management works...

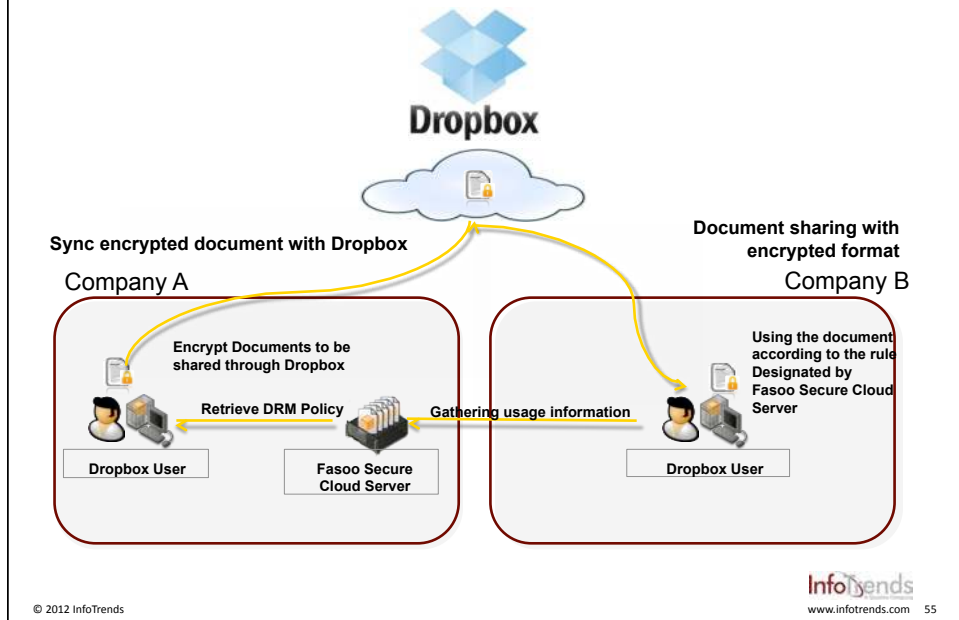
Secure Data Sharing



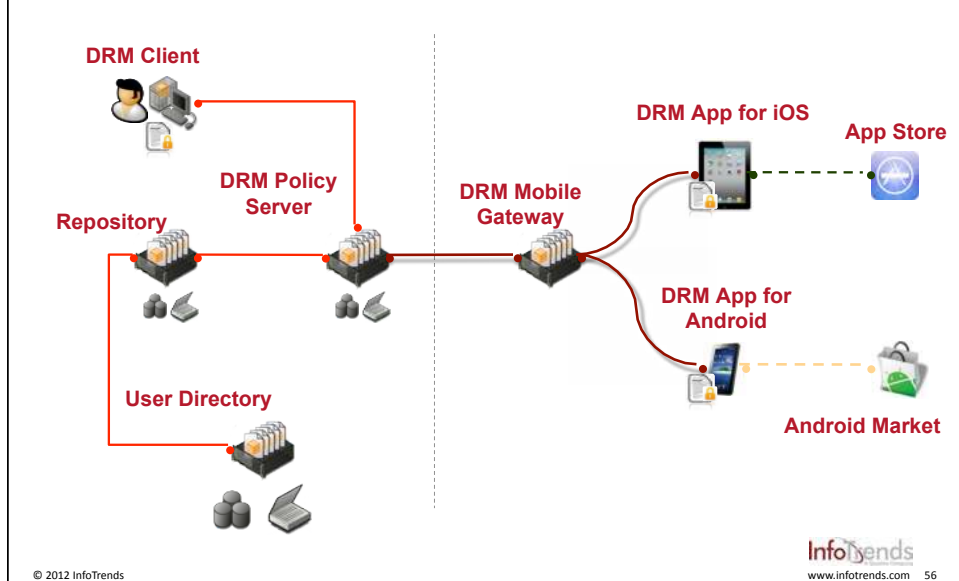
© 2012 InfoTrends

InfoTrends
www.infotrends.com 54

Fasoo Secure Cloud for Dropbox



Fasoo Mobile Gateway for iPad, iPhone and Android Smartphones and Tablets



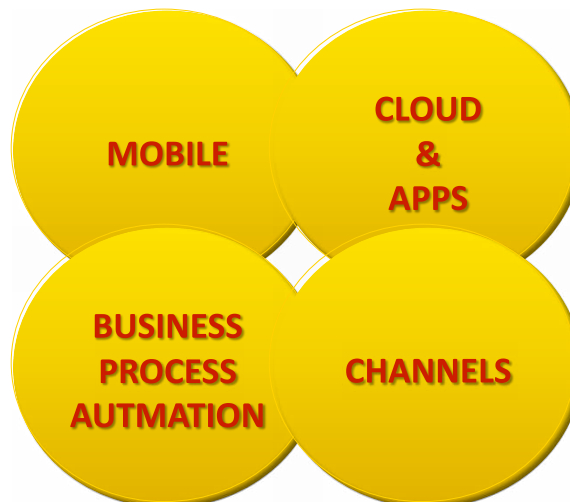
Summary

- **Mobility (and cloud) is HERE – And it is changing the Office Equipment and IT Industries**
- **We need to understand and then embrace change in order to survive**
- **Make the connection between the Paper World and the Mobile world and figure out How and Where You Want to Play**
- **Understand where paper exists today in business processes and see how mobile could take over paper**
- **Be proactive about this change instead of waiting for the shifts to occur**
- **Internet Years are now measured in minutes and change is happening faster than we think**

© 2012 InfoTrends

InfoTrends
www.infotrends.com 57

InfoTrends Future (NOW!) Focuses



© 2012 InfoTrends

InfoTrends
www.infotrends.com 58



© 2012 InfoTrends

InfoTrends
www.infotrends.com 59



randy_dazo@infotrends.com

© 2012 InfoTrends

InfoTrends
www.infotrends.com 60