

# Mastering IoT

## The Big Data Opportunity for Print Manufacturers

Quocirca's Executive Briefing Report examines how print manufacturers and their partners can build long-term customer relationships through harnessing the power of analytics.



**Source:** Mastering IoT – The Big Data Opportunity for Print Manufacturers

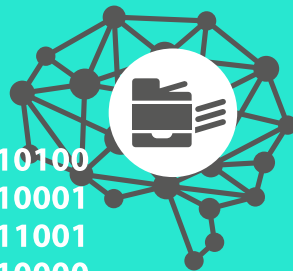
**Report author:** Louella Fernandes  
For more market insight please visit [www.quocirca.com](http://www.quocirca.com)

For further information please contact [Louella.Fernandes@quocirca.com](mailto:Louella.Fernandes@quocirca.com)

### 20 MILLION

lines of codes in an intelligent MFP

1010100  
0010001  
0011001  
0010000



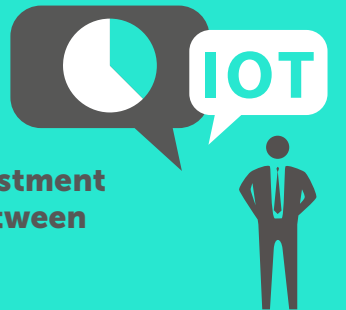
### 80 BILLION

the estimated number of IoT devices by 2025



### 40%

of businesses say investment in IoT is important between now and 2025



## UNLOCKING THE ANALYTICS OPPORTUNITY

Manufacturers and MPS providers can exploit big data to deliver actionable intelligence to clients on:

- print usage
- cost
- security
- maintenance
- sustainability



### 62%

of industry executives plan increased investment in data analytics

1010100  
0010001  
0011001  
0010000



### GROWING DEMAND FOR DATA ANALYTICS

Clients are demanding more analytic expertise from their MPS providers

### 43%

of end users say improving analytics is a critical or high priority challenge for their business



### 55%

of businesses say deep analytic expertise will be a key supplier selection factor by 2025

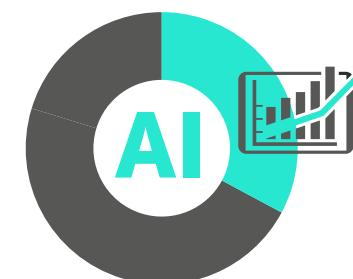


### AN INTEGRATED FUTURE FOR PRINT

The future of print lies in the integration of IoT, machine learning and AI technologies

### 33%

of end users say the print industry should be investing more in AI



### 46%

of customers say machine learning and AI should be used to boost print security



### OPEN DATA POWERS THE PLATFORM ECONOMY

Successful MPS providers will embrace open data ecosystems where MFP data integrates into broader IoT platforms

### 78%

of industry executives recognise an open ecosystem of apps and software solutions is important for print

