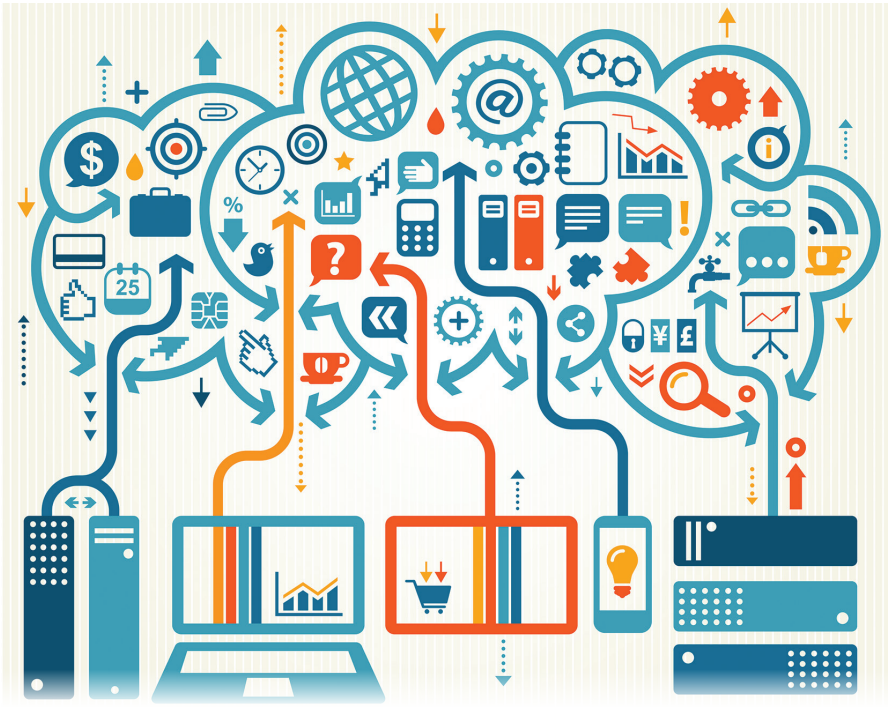
Lexmark continues to stand out for its extensive software portfolio and industry expertise. Konica Minolta has expanded its MPS footprint, moving into the leader's category. This has been boosted by continued investment in its information-management-led MPS offerings and its adjacent IT services capabilities

Challenges. The MPS market is still evolving and finding its way through several challenges. Firstly, a major threat comes from declining print volume backed by increased digitalization of office space, and adoption of small portable devices. Secondly, the increased commoditization of services is encouraging these vendors to focus on new sources of differentiation to gain maximum market share; and suppliers are molding their strategies accordingly. For instance, even though the per-page pricing model remains ubiquitous, providers are trying to add flexibility in service level agreement (SLA) arrangements and terms to offer pro-rated or slide formulas for minimum charges per device for pricing flexibility. Nevertheless, experts in the industry believe that owing to the significant role that printing plays in various business operations, companies will continue to be reliant on this function.



Industry Speak

Arrival of New Revenue Engines

Sunil Arora
CEO and Director,
ABS India Pvt. Ltd.

Arrival of New Revenue Engines Enterprise Networks Industry– Outlook, Technology Trends and Industry Demands

Campus networking industry's outlook is becoming brighter and brighter day by day. It is all about connectivity. We are in the middle of huge infrastructure development across all the verticals in the country. Transportation, metros, dedicated transportation corridors, and the like. are growing in huge capacity allowing growth of campus networking solutions. Government, education, hospitality, hospitals and medical care, are among other factors contributing to the growth of campus networks.

Technology has a new interpretation today! What is impressive is the packaging and bundling of solutions. For instance, cloud and pay-per-port concepts are catching up and probably will be the most sought after revenue engines in the future.

In order to achieve success, the solutions providers or system integrators need to focus and strategize according to the specific requirements of each vertical. Requirements of every vertical are unique. Timely start and holistic understanding of the impact of networking solutions specific to each vertical will certainly put service providers ahead in the race.

One can observe drastic increase in data traffic today. WiFi is gaining importance compared to the conventional supply. Applications and mobility create a demand for the need to access office on the move. Cloud-based solutions are reducing dependency on hardware but demanding more services and applications. All these mandate more and more customization at the customer environment. Designing custom solutions requires not only product knowledge but also functional understanding of user requirements.

Advent of new trends demands an impeccable ability to implement and maintain these new-generation networks. Engagement and service delivery will be the game changers in the time to come...soon...very soon.