

Brazil Imaging Devices: Compete

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Brazil Imaging Devices: Compete* is a series of interactive advisory sessions guided by the local market experts, based on all existing standard research related to the Brazilian printer markets, and through previous feedback sessions, customized to the customer's needs. It provides an integrated view of these markets, sharing the knowledge that the local analysts gather from their meetings with leading wholesale and retail channel partners, manufacturers and market players, combined with a variety of demand-side IDC studies, designed to collect CIO and consumer priorities and spending intentions.

Markets and Subjects Analyzed

- Strategic Marketing planning process: monitors market trends and results of marketing initiatives. Get a forward-looking analysis of trends and opportunities
- Customized content through interactive themes

Core Research

- Hardcopy Market*
- Production Market*
- Large Format Printer Market*
- Printing Services and Content Management*
- Basic Print Services*

*If purchased as part of core tracker contract

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Brazil Imaging Devices: Compete](#).

Key Questions Answered

Basic content includes direction and recommendations on:

1. Macro environment
2. Opportunity
3. Competition
4. Product/Services
5. Distribution Systems (Channels)
6. Buyer needs

Companies Analyzed

This service reviews strategies, market positioning, and future direction of several providers in the Imaging Solutions Market, including: HP, Xerox, Samsung, Canon, Epson, Lexmark, Ricoh, Kyocera Document Solutions, etc.