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## **Blackstone Research Study Says Multifunction Devices Liberate Office Workers, But Could Do More**

(Uxbridge, MA) December 16, 2003 — The efficiency of having three devices in one is the top-mentioned advantage of connected copiers or multifunction devices (MFDs), according to *Office-Based MFDs: Going Beyond the Green Button*, a research report published today by Blackstone Research Associates. Also among the top five advantages:

- The ability to print long documents directly instead of printing a master document on a personal printer and making copies;
- Reducing the inventory of office equipment;
- Saving space as a result of having a smaller equipment inventory;
- Lower per-page printing costs compared to personal printers.

*Office-Based MFDs: Going Beyond the Green Button* is based on 150 telephone interviews with companies of all sizes, from a cross-section of industries. In addition, the researchers conducted 19 in-person interviews. "Being able to print to a copier is liberating to a great number of office workers who previously could only print to their personal printers," said Michael Zeis, author of the report. "Of course people like print speed. But being able to print to a device with production-grade paper feed and finishing is where the real workflow benefits come from."

### **Top MFD Advantages**

Three devices in one	22%
Print directly instead of print-copy	17%
Fewer devices	16%
Less space	16%
Lower per-page costs	14%

Number of respondents: 135. Multiple responses permitted.

(A graph is available for download at <http://www.blackstoneresearch.com>.)

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The report emphasizes that the availability of efficient hard-copy production and reproduction is only a start. MFDs come with scanners, which enable customers to share documents more efficiently and to develop applications such as digital document archives. As one would expect, almost all users print and copy with their MFDs. But with only one-third of MFD users saying they scan to e-mail "as extensively as possible," there is considerable work for manufacturers and the channel to do in helping customers get the most out of their MFD purchases.

Founded in 1991, Blackstone Research Associates studies document-industry issues for the vendor community. In addition to conducting custom research studies and publishing market research reports, Blackstone Research publishes the monthly *Color Business Report* newsletter. For more information about the research effort, contact Blackstone President Michael Zeis by phone at (508) 278-3449, by e-mail at [mike@blackstoneresearch.com](mailto:mike@blackstoneresearch.com), or visit the Blackstone Research web site at <http://www.blackstoneresearch.com>.

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