

**Project:**

New Product Development

**Research Type:**

Hybrid (Quantitative & Qualitative)

**Region:**

EMEA

**Sector:**

Printing Business Services

**Client:**

Estelle Levacher  
Canon Europe

**Business Challenge**

Canon Business Solutions offers hardware, software and services to companies in need of print/copy/fax document management solutions. Within the black & white printing sector, Canon has a strong product range, which combines printing and copying capabilities with integral communication tools, offering adaptable, networkable solutions for document production.

Having developed a third generation of these products, which offer improved functionality both in terms of print/copy and also in terms of security, Canon wished to position this range correctly to meet the expectations of their current and prospective customers.

Business Advantage was asked to conduct research in three European countries to find out the key features and benefits looked for by customers in a printer/copier device.



**Methodology**

The research was conducted in two phases, a customer survey amongst existing users of Canon MFP devices, followed by focus groups amongst buyers of multi-functional and traditional devices. Those taking part in the focus groups included End Users, IT Managers and Buyers.



One focus group took place in the UK, one in France and two in Germany. The participants were asked to prioritise the product benefits offered by MFP devices and also to comment on the importance of various security features. This information was then taken into account when preparing for the new product launch.



Canon is a world leader in imaging products and solutions for the digital home and office.



*Business Advantage is a B2B research, business development and marketing consulting practice operating in the global IT, Digital and Telecommunications sectors.*

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### **Methodology** (*continued...*)

Overall, Canon was very pleased with the project, and indicated that the moderator in the UK was very well prepared.

Estelle LeVacher of Canon Europe commented:

*“Business Advantage did exactly what was required from the brief. I was particularly impressed by the speed of response, following the initial brief. The team at Business Advantage was briefed in the morning and an outline questionnaire was sent to us the same afternoon”.*

Estelle went on to say:

*“Business Advantage has a very good understanding of our products. They understood the difficult points particularly well and the groups were run very effectively, even though the subject was quite technical”.*



### **What Impact did the result have on your business?**

Estelle advised:

*“The results of the research were used to brief the marketing communications and PR agencies on the product features to be emphasised in marketing communications to support the launch of the new range”.*

**For further information on this case study please contact:**

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