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**Project:**

Market Study/New  
Product Development

**Research Type:**

Hybrid (Qualitative &  
Quantitative)

**Region:**

EMEA  
North America

**Sector:**

IT Technology  
Printing  
CAD/CAM/PLM

**Client:**

Elena Rodriguez  
Large Format  
Strategic Marketing  
Hewlett Packard

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*HP is a technology  
solutions provider to  
consumers, businesses  
and institutions globally.*

**Business Challenge**

Hewlett Packard wished to gain a better understanding of the printer requirements of their low end LED users, to ensure the development of their product portfolio meets these needs.

Research focused upon product features, for example: colour, speed, price, number of rolls, MFP functionality etc, in particular, which features were considered to be of most importance, and which ones they would be willing to trade-off.



**Methodology**

The survey was comprised of large format low end LED (laser) decision makers and included users of LED printers, LED MFPs (multifunctional machines) and LED digital copiers. This is a niche market and Business Advantage sourced leads for the project together with input from HP.

Business Advantage undertook 85 telephone interviews lasting approximately 45 minutes each, from across the USA, Germany and Spain, covering several sectors including: Manufacturing, AEC and Reprographics. The data was also split into two quotas depending on size of organisation.

Weekly updates were fed back to HP and the end results were analysed and the findings presented along with recommendations.



*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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## Why choose Business Advantage?

Elena explained:

*"I have worked with Business Advantage on research projects in the past and I have always been impressed with the professionalism of the staff there.*

*Business Advantage demonstrated to us that they have a lot of experience and knowledge of the printer sector and a good understanding of the Large Format market."*



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

**Sue Hannay**  
Director  
Research Services

Business Advantage  
Pel House  
35 Station Square  
Petts Wood  
Kent, BR5 1LZ  
United Kingdom

**Tel:** +44 (0)1689 873636

**Email:**  
sue.hannay@business-  
advantage.com

**Web:**  
www.business-advantage.com

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

Elena advised:

*"We have been able to redefine our forecast based on the results of this study, plus we have been able to find the key messages to our customers."*