
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

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.



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



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

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:

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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."