



RESPONSIBLE BUSINESS IMPACTS MULTI-CLIENT STUDY

Sustainable and responsible business practices are high on the corporate agenda and purchasing officers are aligning their purchasing decisions to their c-suites revised policies and goals.

Goal

This multi-client research study aims to explain how the growing list of sustainable and responsible business focused, procurement checkboxes for office equipment and supplies are developed, prioritized, acted on and, what they mean for suppliers, for products and GTM strategies.

Scope

- ✓ North America & Europe
- ✓ Three Vertical Markets: Education, Healthcare & Professional Services.
- ✓ Range of Office Technology & Supplies



Objectives



How sustainable and responsible business ranks vs. price & quality



Insights into Government directives and regulations



Impact on green procurement policies



Value SMBs & Enterprises put on rules and guidelines

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Captures the voice of procurement officers in Education, Healthcare & Professional Services.



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Methodology

- 180 Respondents per region, online survey.
- Targeting Purchasing Officers with authority, contract management and experience of buying office technology and supplies (Printers, copiers, mfp's, scanners, conference room technology, peripherals, accessories, and supplies).
- Knowledgeable about printers, copiers, and their supplies, especially within managed print service contracts.

Deliverables: Market Insight Report, Banner tables and a 60-minute actionable insight, consultative meeting with key analysts.

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List Price Per Region	\$17,500	Early Bird Pricing - Sign up by 3-31	\$14,950
Two Regions	\$29,900	Early Bird Pricing	\$28,400
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