

## Integrated European Marketing Program for Leading MPS Provider

### Business Challenge

The leading player in the managed print services (MPS) space wanted to increase its marketplace profile and communicate its capabilities to potential customers. The client came to IDC with two key objectives:

- To showcase its value proposition and expertise in MPS.
- To generate leads with IT and business decision makers across large and mid-sized corporations in Europe.

### The Solution

The Integrated European Marketing Program developed by IDC incorporated two key elements:

- Creation of an independent white paper study of the MPS market in Europe to support PR and sales activities.
- A series of executive-level events to communicate the findings of the study to key contacts.

*"As a lead player in the European market, we are naturally confident of our ability to streamline printing and imaging processes for our clients. However, as an independent partner that is trusted by the market, IDC played a critical role in communicating this message to key corporate decision makers across Europe and helping us further extend our position as market leader. "*

*Client Marketing Manager*