

# INDUSTRY TRENDS

## 2021



MANAGED PRINT

TRANSLATION & LOCALIZATION

LOGISTICS & TRANSPORTATION



# MANAGED PRINT

CLOUD BASED SOLUTIONS  
SECURITY DEMANDS  
ACQUISITION OPPORTUNITIES  
AUTOMATION WORKFLOW  
HYBRID MFP SOLUTIONS  
A4 MFP TRANSITION  
INK SERVICES UPTAKE

“2020 moved the goalposts in the MPS industry. The need for more insight and offering in this sector has become even more obvious. The customer needs more”.



# TRANSLATION & LOCALIZATION

AI & MACHINE TRANSLATION  
VIDEO TRANSLATION  
ACQUISITION & DIVESTMENT  
E-LEARNING TRANSLATION  
DATA SECURITY  
SOCIAL MEDIA PRESENCE  
LSP's DIGITAL ADOPTION

“2020 saw a year in which many of the LSP market struggled to find the digital path to the client throughout the pandemic”. A social media presence was lacking”.



# LOGISTICS & TRANSPORT

INFORMATION & TECHNOLOGY  
DEMAND ON SAFETY  
VARIED MODES OF TRANSPORT  
E-COMMERCE GROWTH  
SUSTAINABILITY  
THE LAST MILE CONUNDRUM  
AI & BLOCKCHAIN

“With Brexit and a pandemic all bundled into one in 2020, the logistics and transport sector was a tough arena to be in. Efficiency, Transparency, Diverse and Agile is key this year”.





# HOW CAN YOU INFORM YOUR PROSPECTS?

“2021 was the year that content became the key driver for businesses looking to get in front of NEW opportunities in the digital b2b landscape.”

This focus on delivering insight for buyers and prospects is a key trend in 2021”.  
Creating Content so we can **TRUST** you.

THE B2B  
DIGITAL  
LANDSCAPE  
HAS  
CHANGED

