

The rise of cloud marketplaces

How B2B procurement is shifting towards online channels

Quocirca research conducted amongst 202 IT buyers in the UK and US

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54% have purchased office printers online over the past year

Which of the following have you purchased from an online B2B marketplace within the last year?



Laptops/monitors



Computer accessories



Tablets (iPad/Android tablets)



Office printers

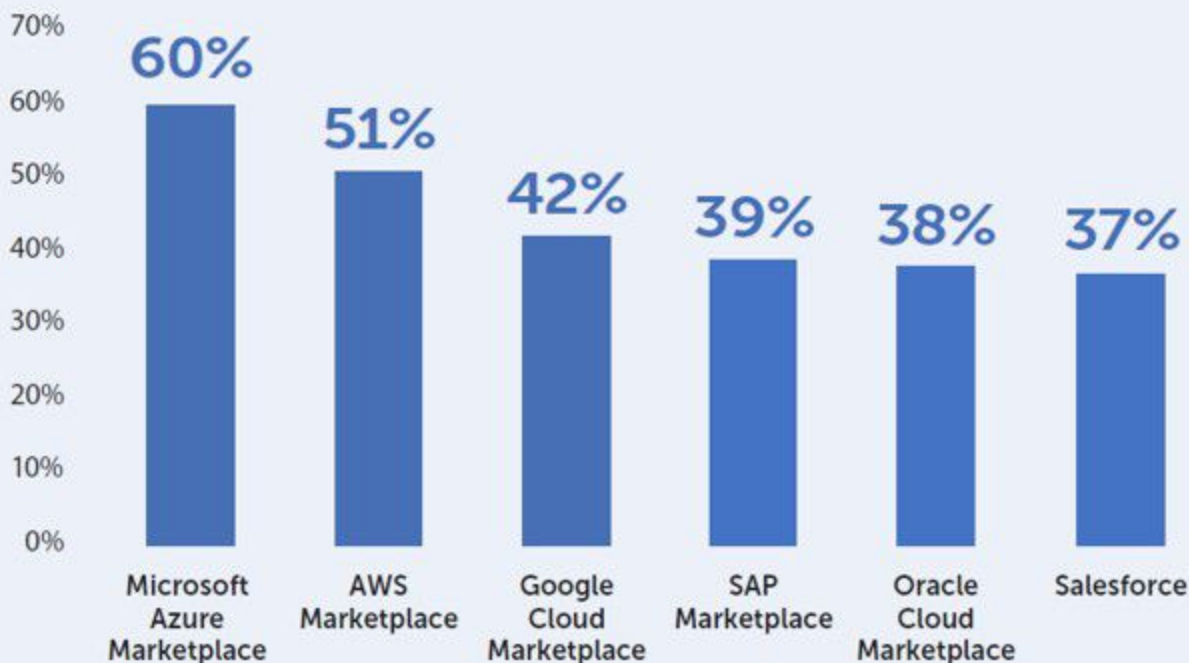


Home printers



60% use the Microsoft Azure marketplace

Which cloud marketplaces do you use?



76% are using online cloud marketplaces

Which channel do you use for business technology purchases?



62% prefer to purchase cloud print solutions from a cloud marketplace

Which channels do you prefer to use to purchase cloud print and document workflow solutions?



62%

Cloud Marketplace



47%

Managed Services Provider



46%

IT Channel Partner

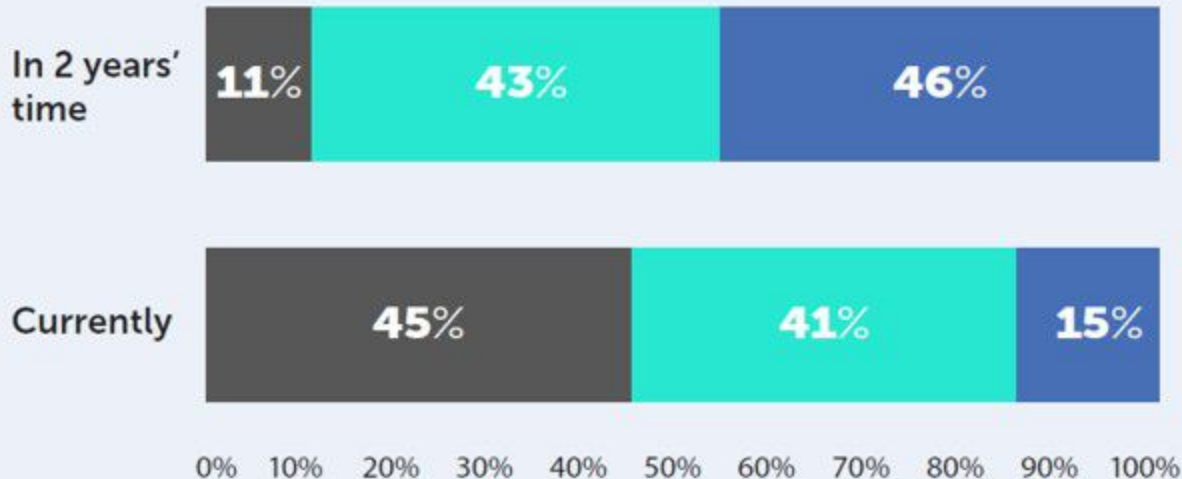


46%


Direct from vendor or ISV

Unstoppable cloud momentum

In two years' time 46% will have shifted their IT environment to completely in the cloud, compared to 15% today



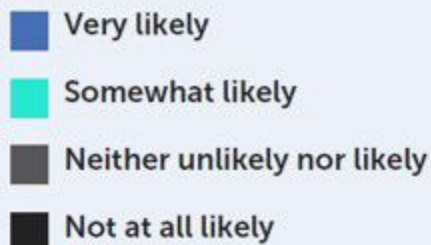
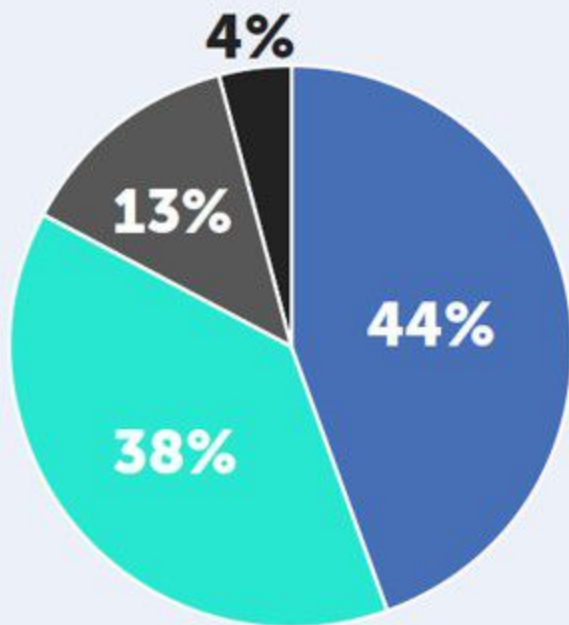
 Some cloud, mostly on-premises

 Some on-premises, mostly cloud

 All cloud

82% are likely to purchase print and document workflow solutions from a cloud marketplace

How likely are you to use a cloud marketplace to purchase print and document workflow solutions in the next 2 years?



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