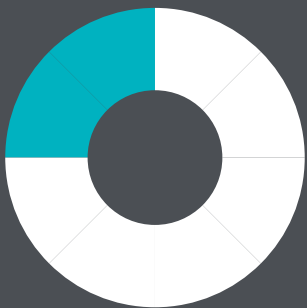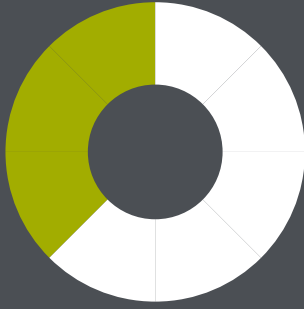# BUSINESS INSIGHTS SURVEY 2016:
## Middle East

Printers, scanners and MFPs are essential kit for a large majority
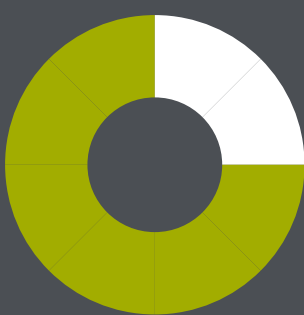
**76%**
of end users say printing or copying documents is "essential" or "very important" for them personally
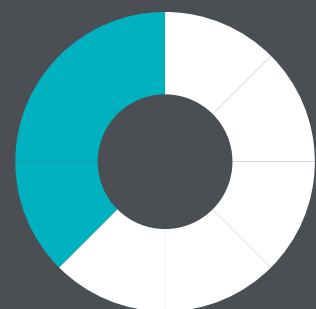
But document security is a concern for more than half!

**56%**
worry about losing sensitive documents that they print out

**29%**
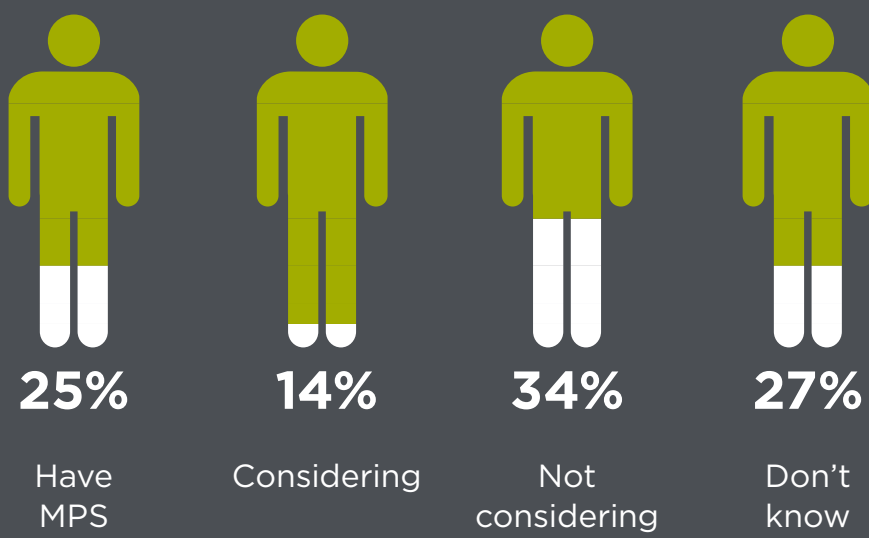see greater security as very valuable
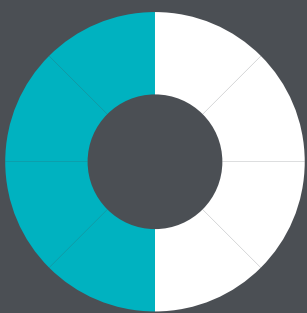
**62%**
do not measure print costs

Print cost measurement is typically basic and informal
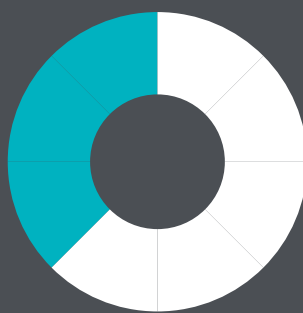
## Managed Print Services only used by a minority

A high proportion of 'don't know' responses indicateslimited awareness and understanding

**25%**
Have MPS

**14%**
Considering

**34%**
Not considering

**27%**
Don't know

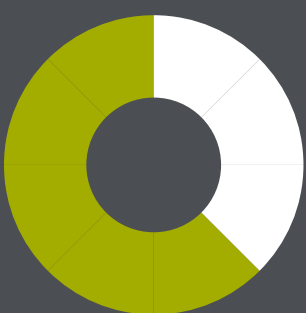## Colour use is evolving

**47%**
agree they are printing more in colour than a few years ago

**57%**
use their printer or MFP for colour

**35%**
of organisations permit Bring Your Own Device

Growth trends show printing, scanning and copying is increasing...

...with most expecting further increases over the next 3 years

## Digitisation

Predicted to be the most common technology trend influencing organisations...

Wireless

Cloud Services

Digitisation

Automation

Faster Internet Speeds

...and will increase productivity and service

"In the next 1-2 years, we will provide more printers and scanners and update our multi-functional devices to wireless devices"

# Canon