



Copier Street Price Tracking Service

Lyra Consulting Group



Copier Street Price Tracking Service

- Launched in U.S. and Europe (2006)
 - Updated quarterly
 - Tracking street prices of copier models
 - Mono and color models across all segments
 - Using a common base-model configuration sale price
 - US, UK, France, Germany and Italy
 - Pricing data collected in local currency
- Launched in India and Russia (2011)
 - Updated quarterly
 - Pricing data collected in local currency



Price Tracking Research Methodology

- 78 copier models tracked in 2008
 - Prices collected by dealer phone interviews and web listings:
 - National, Regional, Local copier dealers or Direct from OEM
 - Canon, Konica–Minolta, HP, Ricoh, Toshiba and Xerox models across all segments (monochrome and color)
 - 9 street price points per model in U.S.
 - 4 street price points per model in Europe
 - 4 street price points per model in India and Russia
 - 1 list price per copier model per country
- Report and pricing data delivered quarterly
 - 1,560 prices (78 models x 5 prices x 3 countries) in Europe
 - 780 prices in (78 models x 10 prices x 1 country) in U.S.
 - 240 prices (24 models x 5 prices x 2 countries) in India & Russia
 - Excel Data file and PowerPoint Analysis files



Copier Street Price Tracking Deliverables:

- Analysis and Deliverables
- Excel pricing tables
 - Full data set of collected prices by model by country
 - Maximum, minimum and average prices
 - List price by model by country
 - Pricing summary
 - Raw pricing data
- PowerPoint File
 - Discount off list charts
 - Price range charts
 - Full comparison charts
 - Quarter to quarter pricing comparisons (trend analysis)



Metrics Included: Copier Data and Analysis



- Brand and Model
- Street prices quoted in local currency (USD, GBP, Euros, IN, RUB)
- Source of data
- Type/class of seller
 - Manufacturer direct
 - National dealer (Danka, IKON)
 - Regional dealer (multiple locations, countries)
 - Local dealer (single site or metro area)
- One MSRP list price per model per country –local currency
- Percent discount from list price
- Minimum and maximum price quoted
- Average street price for each model from survey sample
- Average discount for each model from list



Copier Models Tracked in 2008

- Canon imageRUNNER 2018
- Canon imageRUNNER 2022
- Canon imageRUNNER 3025
- Canon imageRUNNER 3035
- Canon imageRUNNER 3045
- Canon imageRUNNER 5065
- Canon imageRUNNER 5075
- Canon imageRUNNER 7095
- Canon imageRUNNER 7105
- Canon imageRUNNER C2550
- Canon imageRUNNER C3080
- Canon imageRUNNER C3580
- Canon imageRUNNER 4080i
- Canon imageRUNNER 4580i
- Canon imageRUNNER 5185i
- Canon ImagePress C1
- HP Color LaserJet 6030 MFP
- HP Color LaserJet 6040 MFP
- HP LaserJet 4345 MFP
- Toshiba e-studio 2820C
- Toshiba e-Studio 4520C



Copier Models Tracked in 2008

- Konica Minolta bizhub 360
- Konica Minolta bizhub C203
- Konica Minolta bizhub C253
- Konica Minolta bizhub C353
- Konica Minolta bizhub C451
- Konica Minolta bizhub C550
- Konica Minolta bizhub C650
- Konica Minolta Pro C5500
- Konica Minolta Pro C6500
- Ricoh Aficio MP1600
- Ricoh Aficio MP2000
- Ricoh Aficio MP2550
- Ricoh Aficio MP3350
- Ricoh Aficio MP4000
- Ricoh Aficio MP5000
- Ricoh Aficio MP5500
- Ricoh Aficio MP6500
- Ricoh Aficio MP7500
- Ricoh Aficio MP9000
- Ricoh Aficio MP1100
- Ricoh Aficio MPC2000
- Ricoh Aficio MPC2500
- Ricoh Aficio MPC3000
- Ricoh Aficio MPC3500
- Ricoh Aficio MPC4500
- Ricoh Aficio MPC6000
- Ricoh Aficio MPC7500



Copier Models Tracked in 2008

- Xerox WorkCentre M118i
- Xerox WorkCentre Pro 128
- Xerox WorkCenter 5030
- Xerox WorkCenter 5225
- Xerox WorkCenter 5632
- Xerox WorkCenter 5638
- Xerox WorkCenter 4150
- Xerox WorkCenter 5645
- Xerox WorkCenter 5655
- Xerox WorkCenter 5665
- Xerox WorkCenter 5675
- Xerox 4595*
- Xerox 4112*
- Xerox WorkCentre 7232
- Xerox WorkCentre 7242
- Xerox WorkCenter 7328
- Xerox WorkCentre 7335
- Xerox WorkCentre 7345
- Xerox WorkCenter 7346
- Xerox WorkCentre 7655
- Xerox DocuColor 242
- Xerox DocuColor 252
- Xerox DocuColor 260
- Xerox WorkCentre 7665
- Xerox WorkCentre 7675
- Xerox 700 Color Press

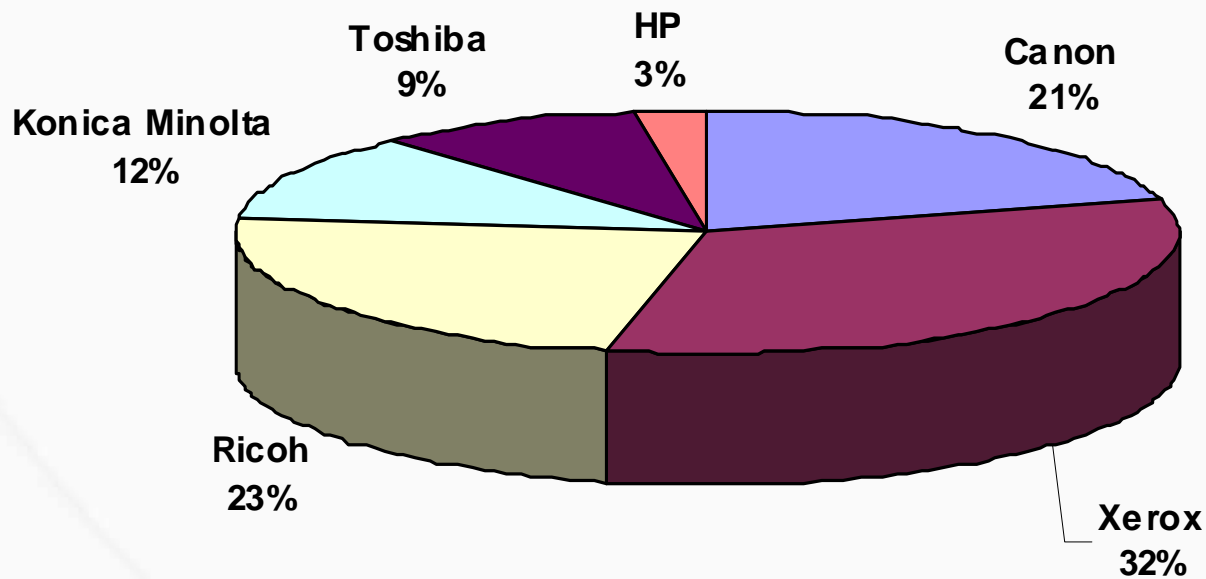
* Two pricing configurations reported



Copier Pricing Analysis: By Brand, Q2 2008 Report (Sample)



Copier Models Tracked by Brand, US, Q2 2008



Total number of models: 77

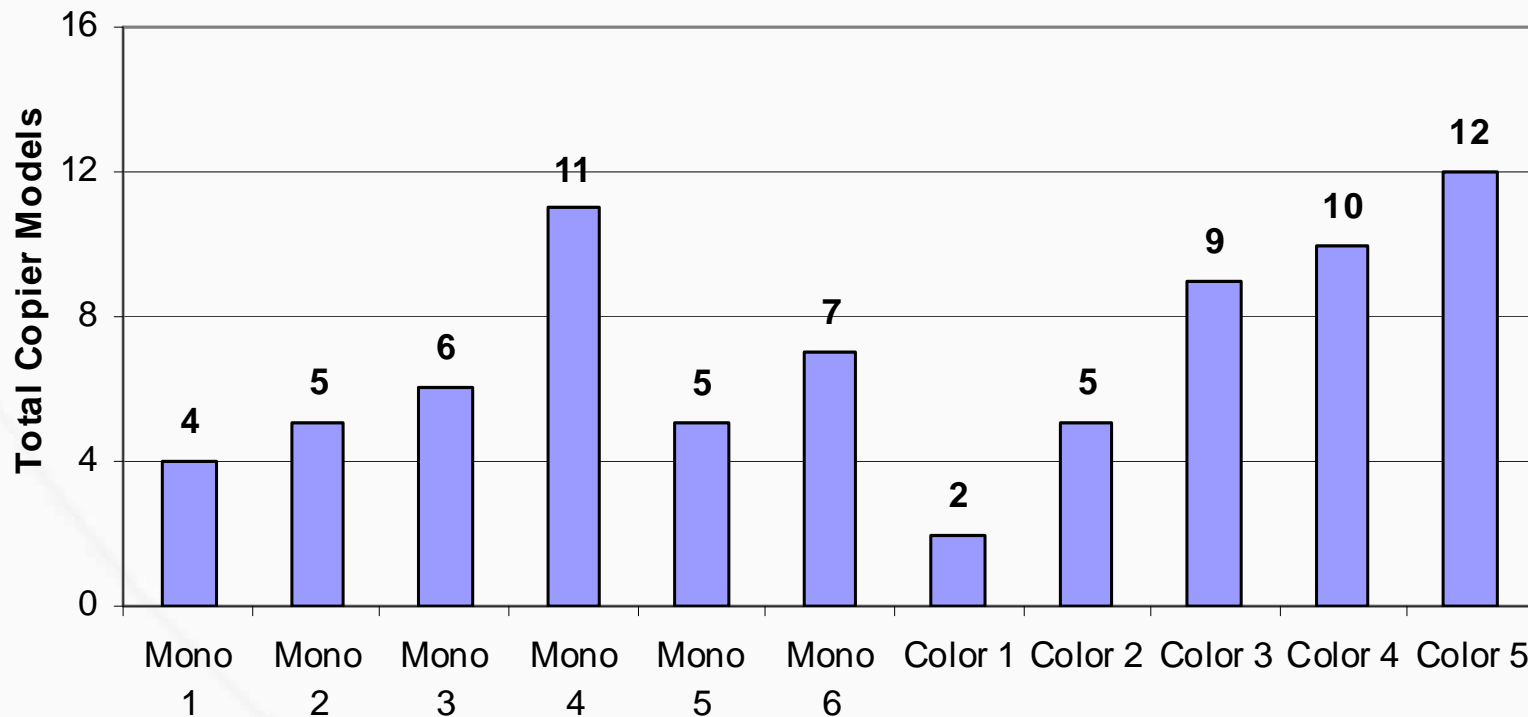
Source: Lyra Research, Inc, Q2 2008



Copier Pricing Analysis: By European Product Segment, Q2 2008 Report (Sample)



Copier Models Tracked by Code, UK, France, Italy, Germany, Q2 2008



Total number of models: 76

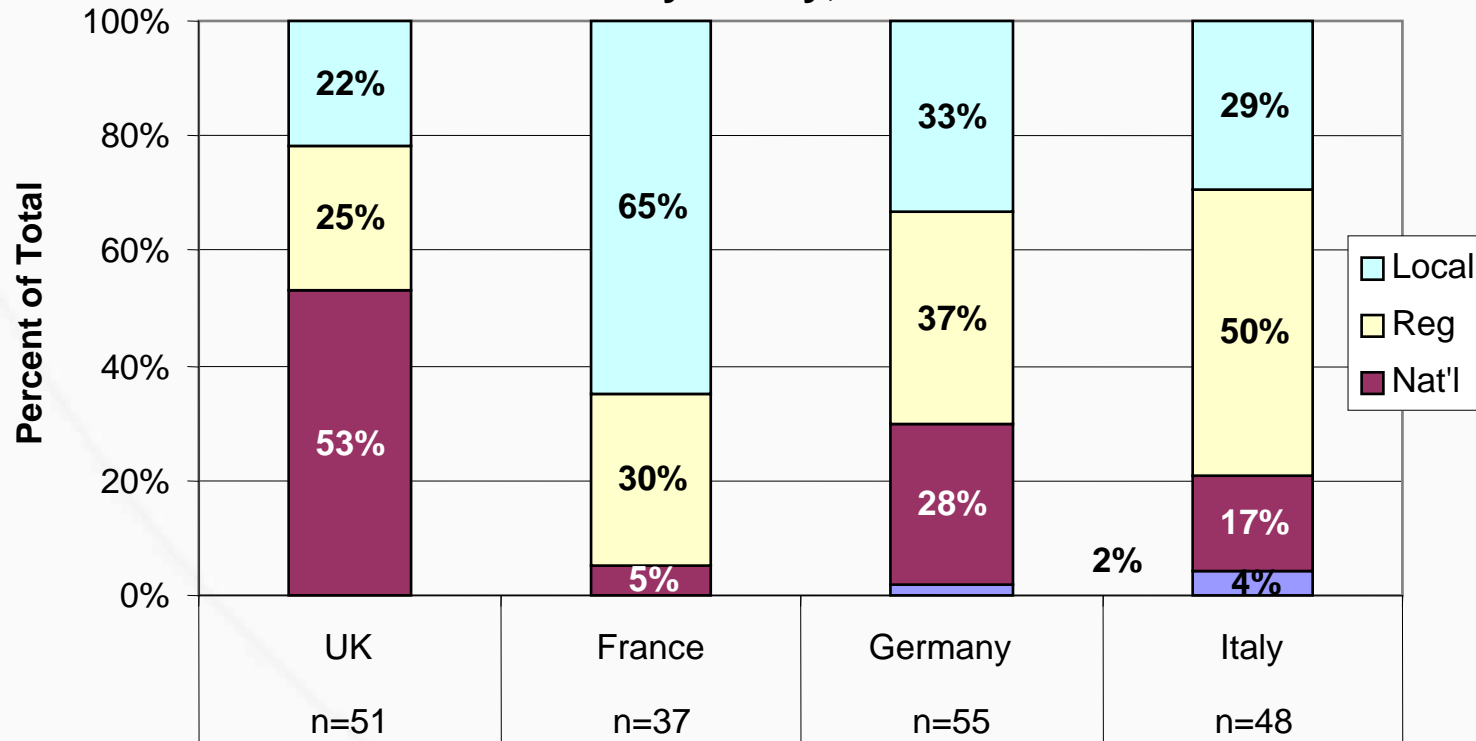
Source: Lyra Research, Inc, Q2 2008



Copier Pricing Analysis: By European Dealer Type, Q1 2008 Report (Sample)



Type of Dealers Contacted, by Country, UK, France, Germany & Italy, Q1 2008



Source: Lyra Research, Inc. Q1 2008

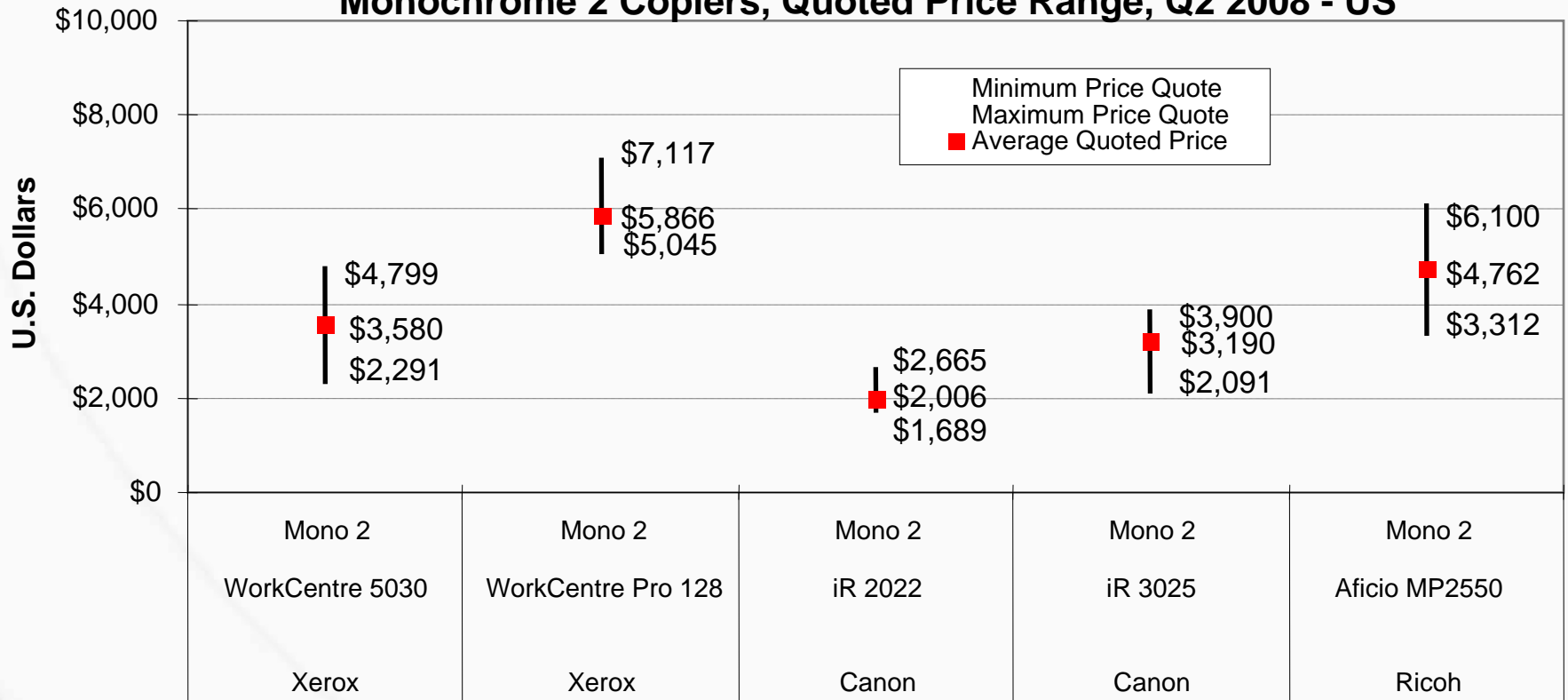


Copier Street Pricing: Q2, 2008

Mono 2 Pricing in U.S. (Sample)



Monochrome 2 Copiers, Quoted Price Range, Q2 2008 - US



Source: Lyra Research, Inc, Q2 2008

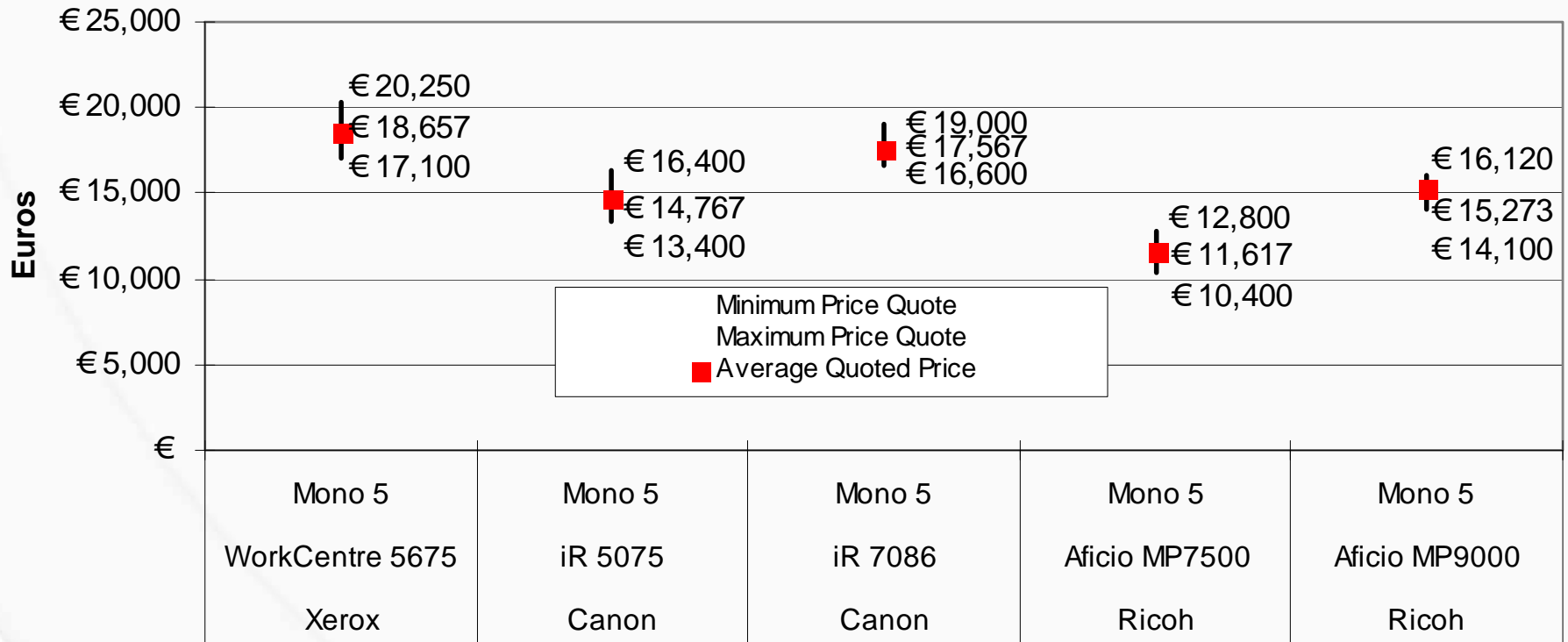


Copier Street Pricing: Q1, 2008

Mono 5 Pricing in France (Sample)



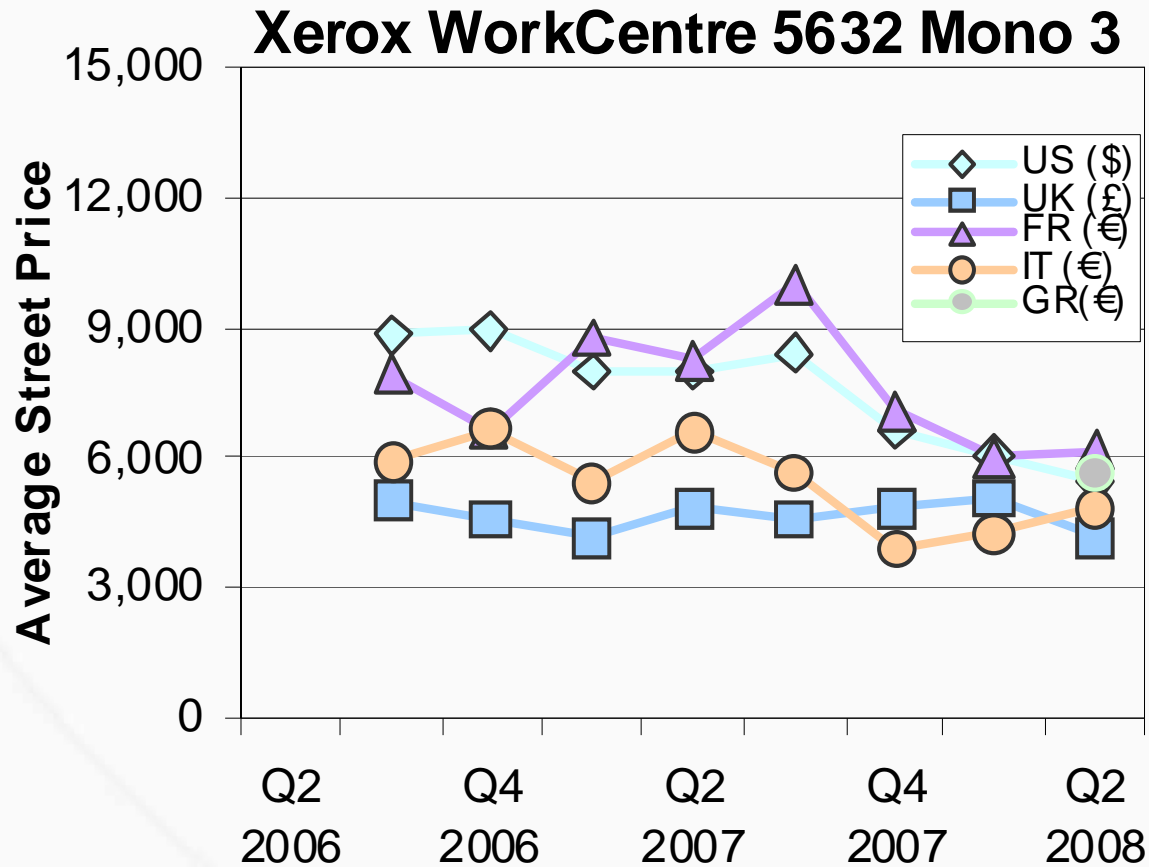
Monochrome 5 Copiers, Quoted Price Range, Q1 2008 - France



Source: Lyra Research, Inc. Q1 2008

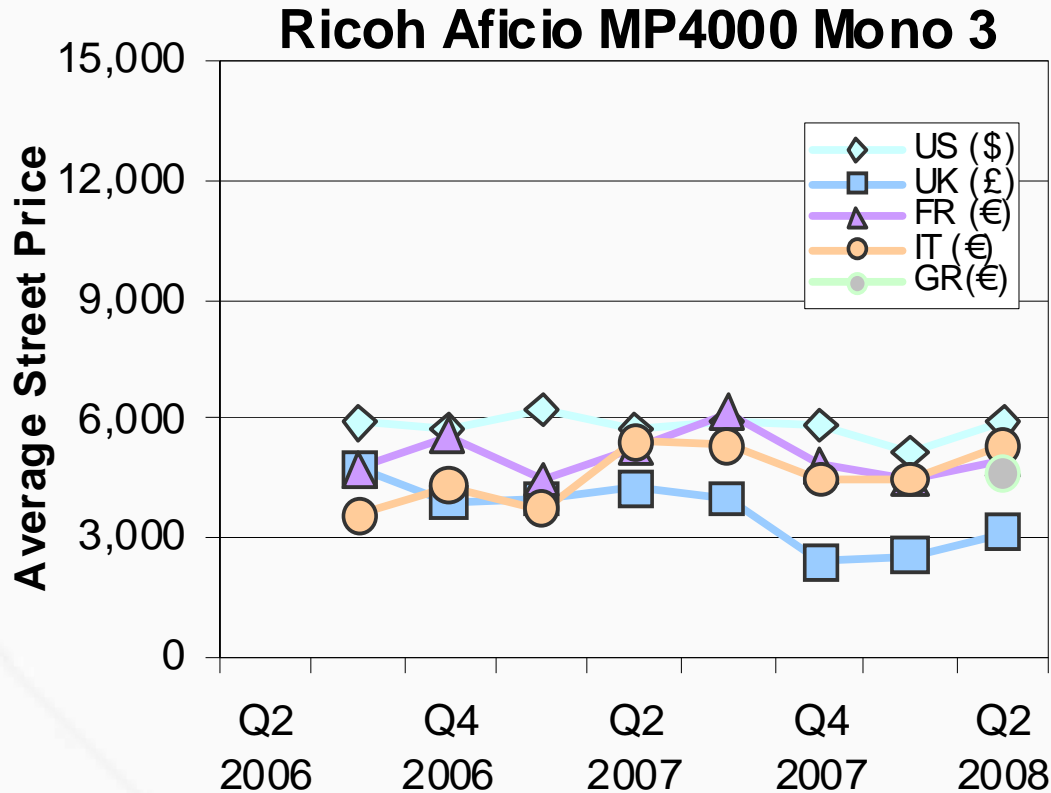


Copier Street Price Analysis: Xerox WC 5632, Q2 2008 Report (Sample)



Source: Lyra Research, Inc, Q2 2008

Copier Street Price Analysis: Ricoh MP 4000, Q2 2008 Report (Sample)



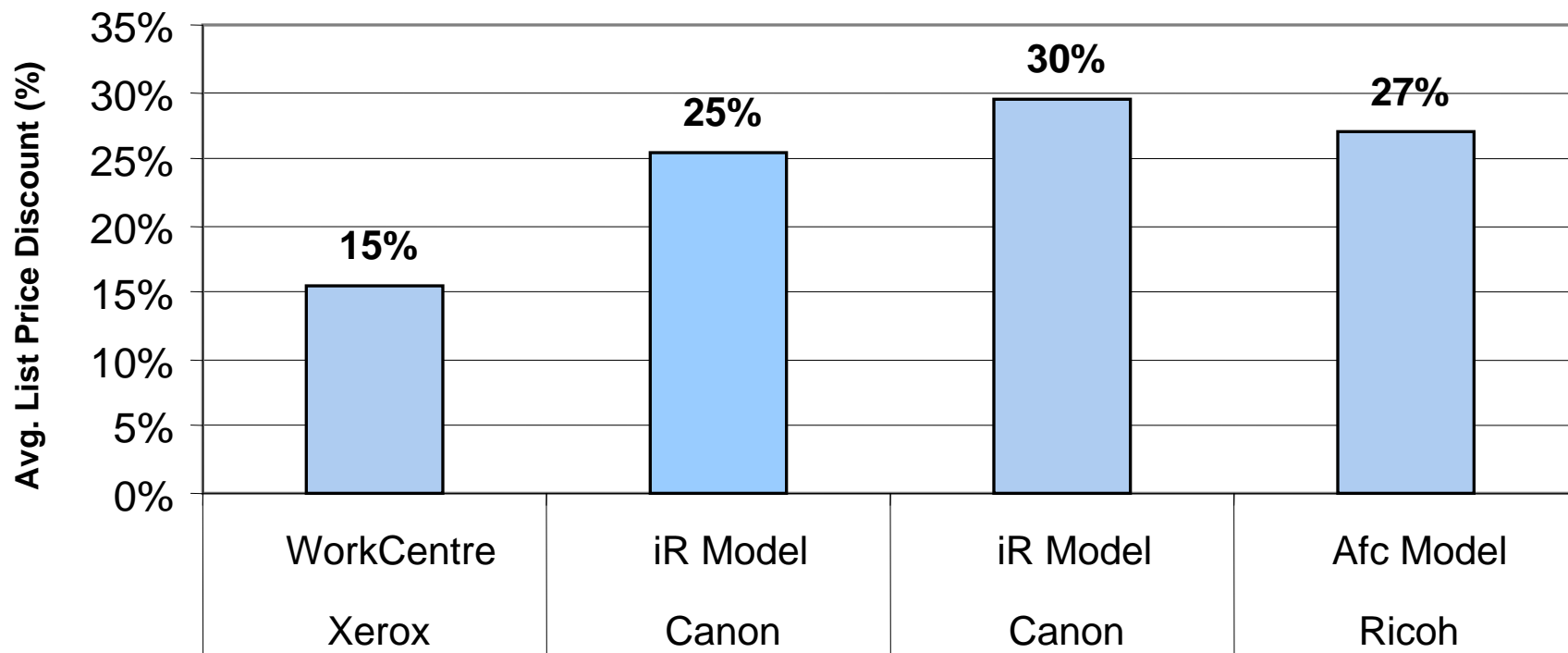
Source: Lyra Research, Inc, Q2 2008



Copier Price Tracking: Average Discount in UK, Q2 2008



Model Copiers, Average Discount (%) , UK, Q2 2008

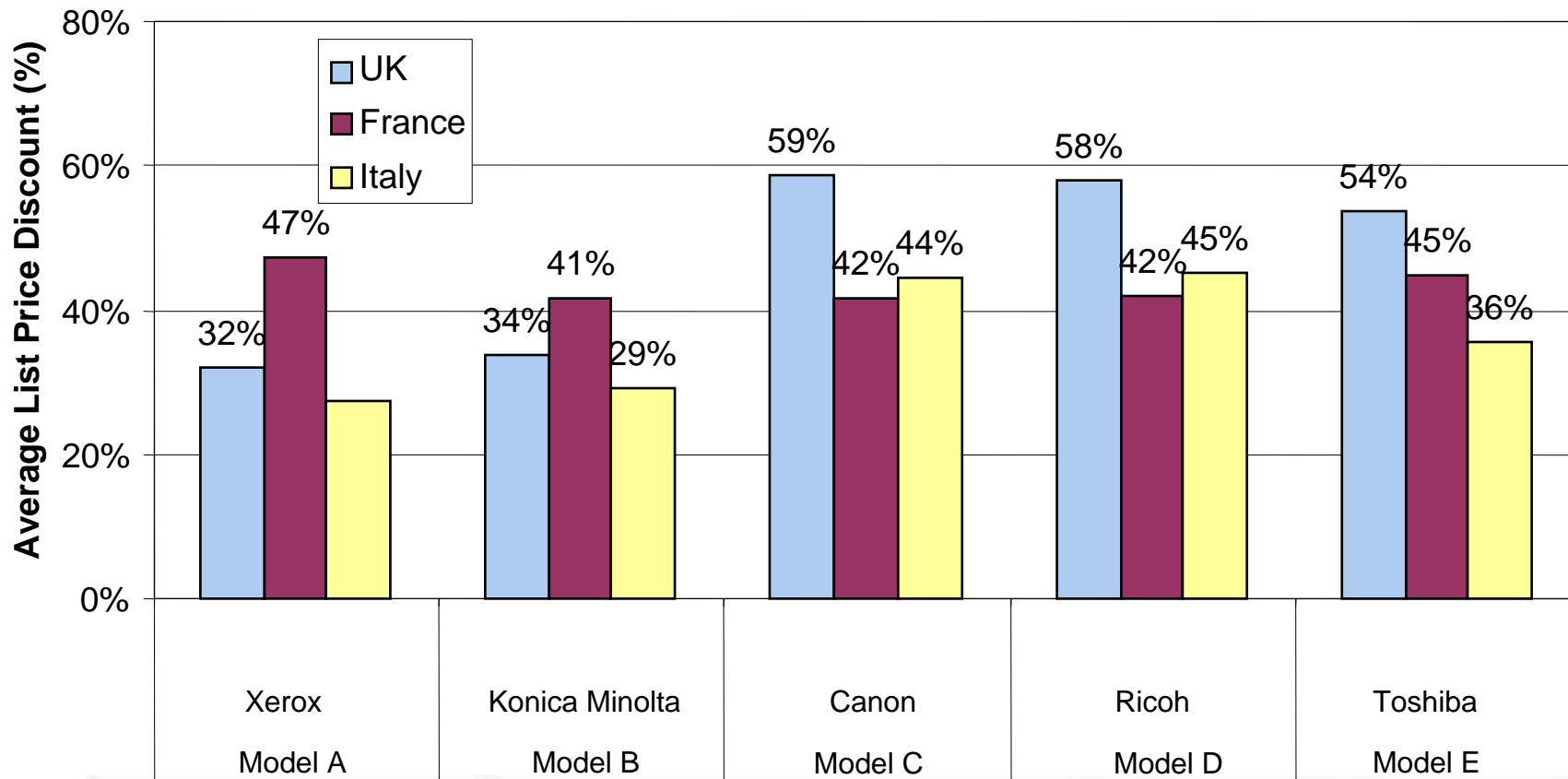


Lyra Research Inc.



Average Discount by Model & Country (Sample)

Average Discount by Model, Country (%) , Q1 2008



Copier-MFP Lease Tracker



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Thank You



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