



# **ANDREW CARROLL**

## **SENIOR CONSULTANT**

### **INFOTRENDS LTD.**

## **BIOGRAPHY**

Andrew Carroll is a Senior Consultant for InfoTrends' European Communication Supplies Consulting Service. His responsibilities include conducting research, analysis, and forecasting of the supplies market as well as responding to client inquiries.

Prior to joining InfoTrends, Mr. Carroll was employed at Understanding & Solutions as a consultant in the Digital Imaging and Consumer Electronics Sector. In this position, he was responsible for market research, analysis, and forecasting. Before working at Understanding & Solutions, Mr. Carroll served in a variety of marketing positions at Eastman Kodak over a period of 7 years. His most recent role at this company was Manager of Business Research Forecasting & Analysis for the Consumer Digital Group and Film Products Group in the Europe, Middle East, and Africa regions.

Mr. Carroll has significant experience in the area of office and home inkjet printers and supplies.

## **ABSTRACT**

### **FUTURE DEVELOPMENTS IN DIGITAL PRINTING & DIGITAL PRINTING TECHNOLOGIES**

The market for digital printing technology grew rapidly as acquisition costs declined and colour printing technology became more common. However, the economic downturn and the growth of managed print service initiatives has put the spotlight back on the cost of printing, changing the way people think about print. In addition, the growth of cloud based services, and the increasing mobility of the global workforce is set to present a new series of challenges around the frequency and accessibility of print, and in turn the devices we use.