



For Immediate Release

Infosource Expands Americas Team

Hires experienced analyst Barbara Richards to head up hardware division

June 9, 2020 (Geneva, Switzerland)—Infosource, a leading analyst firm covering the office automation market, continues to expand its worldwide coverage with the recent addition of Barbara Richards as a Senior Analyst for its Hardware Division. Richards will head up coverage of the office equipment space in North and South America. Ms. Richards has over 20 years of experience within the office technology market in the areas of product development, market research, and competitive analysis. Most recently she held the position of Senior Consultant at Keypoint Intelligence, where she was responsible for market forecasts and analysis, as well as developing primary research surveys and reports related to trends, channels, and market opportunities within the office equipment industry.

Richards' hiring comes during a period of expansion for Infosource, which in December acquired Harvey Spencer Associates, the leading Document Capture software analyst organization. In April, Infosource acquired industry newsletter the *Document Imaging Report*. Infosource has been covering the Americas region since 2015 and has now greatly increased its footprint in both the office automation hardware and software spaces. Ms. Richards will take over document scanner coverage from Ralph Gammon (who has joined Infosource's Software Division) and will expand the firm's Americas coverage to MFPs and Printers.

"We are thrilled to have Barbara on board," said Johann Hoepfner, Managing Director of Infosource. "Her deep knowledge of the American office automation market will help us greatly in our regional expansion. Combined with our industry-wide recognized market data services, her experience will be an asset to provide detailed and accurate market data to vendors. We are now able to offer our customers a full range of market analysis services covering Capture Software and Document Scanners, in addition to MFPs and Printers, for EMEA and the Americas."

About Infosource

Located in Geneva, Switzerland, Infosource (www.infosource.ch) has led the market research industry in Europe, the Middle East, and Africa by providing accurate market sizing data across a range of office automation industries. The company's strength lies in its detailed field research conducted on an individual model basis made possible by close working relationships with manufacturers and local vendors. The Infosource service provides instant access to regional scanner, MFP, printer shipment data as well as Capture Software for market analysis, decision-making, and planning purposes. The annual subscription based services take market research to the next level by allowing clients to have unlimited 24/7 access to timely data.

Infosource S.A.
Avenue des Grandes-Communes 8
Case postale 245 - 1213 Petit-Lancy
Geneva – Switzerland

website: www.infosource.ch

Phone : +41 22 879 5757
Fax: +41 22 879 5775
e-mail: query@infosource.ch