



# Office Technology

The Magazine of the Business Technology Association

DECEMBER 2019

## 2020 Vision

Manufacturers share a clear view of the year ahead



**Employee Handbooks**  
**'Smarketing'**  
**Your Focus**

# 2020 Vision

## Manufacturers share a clear view of the year ahead

Compiled by: Brent Hoskins, Office Technology Magazine

**W**hat will be the greatest opportunities in the new year? To find the answers, Office Technology magazine asked 11 MFP and printer manufacturers to share their expectations for 2020. Perhaps the insight shared in this year's industry forecast will help you better position your dealership for success.

Each of the contributors was asked to address the following questions in essay form: What do you believe will be the greatest market and product opportunities for dealers in 2020? What are the best sales and marketing strategies for dealerships in pursuing these opportunities? What will be the most significant challenges dealers will face in 2020 and how can they best address them? What notable changes in demand/needs/expectations do you anticipate from end users in 2020? What do you see as the characteristics of the office technology dealership that is best positioned for success in 2020?



customer perceives the dealer as a provider of MFPs and printers instead of an office technology provider.

How will dealers expand in the new decade? We believe there is still considerable opportunity for growth in document output and management within the office. The reality is most dealers have yet to fully leverage the opportunities available within managed print or solutions as they relate to document management, capture, workflow and security.

Before expanding into entirely new lines of business, I first suggest dealers focus on:

- Evaluating their current MPS programs. A good gauge is whether they are currently managing more printers (on a cost-per-copy basis) than multifunction printers (MFPs). If not, there is a lot of room to grow here.

- Making a concerted effort to increase A4 MFP sales. If A4 hardware sales are below 20% of your total printing hardware revenue, you are underweighted in this category and there is likely incremental opportunity.

- Partnering with established document and print management software vendors while assuring revenue from these services equals at least 10% of your total revenue.

- Hiring dedicated solution sales and implementation employees. The services business is a knowledge business and it is difficult to excel without knowledgeable people.

Even those dealers who focus on document-related growth opportunities such as managed print and the document solutions listed above still have the challenge of transforming their business models and developing or recruiting new skills.

A services-centric company differs from a product sales and maintenance company in many important ways. The value that a services company provides, its revenue streams, customer care model, and the technical and analytical skills required to succeed are substantially different than dealers are accustomed to.

Therefore, the most significant challenge for dealers is



### **Toshiba America Business Solutions Inc.**

**Bill Melo, Chief Marketing Executive**

Before providing my thoughts on 2020, I first want to thank the Toshiba team and all of our dealers for all their hard work and accomplishments in 2019. Our very successful year is directly attributable to their

collective effort.

As the document imaging and printing industry enters a new decade, OEMs and dealers continue to create and implement strategies to offset the decline in office prints. While OEMs and some dealers have developed lines of business outside their traditional offerings, the results of these efforts have been mixed.

Why are so many OEMs and dealers struggling to sell different products and services? In most instances, it relates to existing employee skills and the degree to which the



recruiting new talent with the skills to execute the services-led approach necessary to grow in the new decade.

It is likely that as decreasing page output continues, users will continue to consolidate devices. And, as organizations continue to emphasize security, OEMs and dealers providing hardware and solutions with innovative elements in this vital area will flourish. Dealerships providing hardware and solutions with cloud-based applications to support an ever-increasing mobile workforce should also experience success.

Toshiba looks forward to continuing to provide our dealer

Therefore, the most significant challenge for dealers is recruiting new talent with the skills to execute the services-led approach necessary to grow in the new decade.

channel with award-winning hardware and innovative solutions as we move into the new year. We will additionally continue supporting our channel with Toshiba's long-standing tradition of backing our products and services with elite-level training to best benefit our channel in the new year. ■

*Brent Hoskins, executive director of the Business Technology Association, is editor of Office Technology magazine. He can be reached at [brent@bta.org](mailto:brent@bta.org) or (816) 303-4040.*

