



Office Technology

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2020 Vision

Manufacturers share a clear view of the year ahead



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Manufacturers share a clear view of the year ahead

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What 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? Following are their responses.



is paper-based and not always easily accessible. Software, coupled with multifunctional hardware, can help build new workflows to delegate, review, approve and keep tasks on track. Specifically, the scanning features on these devices can become an integral part of moving manual paper-based processes to electronic workflows. This can add new efficiencies to an organization and allow for the extraction of intelligence from legacy hard-copy documents. Together we can help boost productivity.

(2) Help customers collaborate more effectively — The knowledge worker today is mobile, equipped with a smartphone and other intelligent devices, communicates on multiple social platforms, uses cloud technologies and apps to allow for the accessing of data at any time or anywhere, and requires maximum agility. We must continue to deeply understand how information is shared in businesses today. Capabilities such as scan-to-email, application-based printing and scanning, and integration with critical back-end systems must all be a part of our everyday talk track. This will ensure that we are helping clients solve the challenges of their days.

(3) Drive unnecessary costs out of the business — The desire to be profitable is at the heart of every private sector establishment. As consultants, it is our duty to assess printing and document management environments and present multiple opportunities for improvement. If we do not do this for clients, others will. The A3 to A4 transition and the reality that print volumes have gone down begs us to rightsize a customer's fleet of devices. This may mean a different mix and quantity of units deployed along with a revised service contract. We must help clients look under every rock for savings — even if this means selling a different set of services to maintain our revenue per account. Customers will appreciate our transparency. This approach is also a great way to add net-new accounts.

(4) Protect data and aid in compliance journeys — Encryption of data (while at rest or in transit), network



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As we begin a new decade in the office technology industry, we can be certain that hardware, software and service technologies will provide a foundational element to help businesses of all sizes grow. By offering these solutions to SMBs and large businesses, BTA Channel dealers are well positioned to share in the growth of their customers. Dealers, along with their OEM providers (hopefully their favorite "Brother"), must partner for success. We believe that, together, if we continue to partner, business will be great.

Let's fill in the blanks. Five things we must do together are:

(1) Facilitate a digital transformation journey for clients — We have seen a shift from single-function printers to all-in-one devices. As companies continue to organize their data, they have realized that much of this information

authentication, the locking down of documents, integration with SIEM tools and a more educated workforce are all elements of keeping businesses secure. Network printers and scanning devices are potential points of failure; therefore, a robust security capability must be part of any deployed solution. Whether it is a customer's own IT policy or an industry security regulation/requirement like HIPPA, SOX, PCI or FERPA, we must continue to work with and stress the importance of staying diligent against malicious hacking attempts or other nefarious individuals. Let's help our clients lock all the doors in their houses.

(5) Deliver additional value to existing and new customers — Businesses of all sizes want to effectively communicate their unique value to internal and external customers. This can take the form of the documents they share with clients or the technology they make available for their workforces. Through customization and professional services,

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is to be a trusted "At Your Side" partner for our BTA dealers. We are excited about this journey together and know that the fantastic relationship we establish with all the professionals in this channel is vital to our mutual success. Happy New Year. ■

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dealers can create value beyond the box. Yes, satisfying the overt requirements of the customer is critical, but helping them realize additional ways to drive satisfaction scores will move you from a supplier to a trusted advisor. And this can — and should be — an additional source of revenue.

In summary, if we continue to do these five things together, 2020 business will be great. At Brother, our daily focus