# CERTIFIED OPPORTUNITIES, RETURN RECEIPTS REQUESTED

**BOB GOLDBERG**
**BTA GENERAL COUNSEL**
**BOB.GOLDBERG@SFNR.COM**
**312/648-2300**

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## MAILING EQUIPMENT IS NOT FOREVER

Bliss By Harry Bliss

"I just bought this roll of Forever stamps."

# THE AIMED CHANNEL

- **Dealer Strengths**
  - **Service**
  - **Relationships**
  - **Trust**
  - **Flexibility**
  - **Operations**
  - **Knowledge**
  - **Commitment**
  - **Influence**
  - **Strategic Partnerships**



# IT IS NOT METERS

- **Relationships**
- **Customers**
- **Trust**
- **Business Value**

# THE THREATS



- **Declining Mail Volume**
- **Reduced Margins**
- **Difficult Growth**
- **Consolidation**
- **Equipment Reliability**
- **Demographics**
- **Product Expertise**

# THREATS

- **End User Control**
- **Lack Of New Products**
- **Diversification**
- **Vendor Meetings**
- **Affiliate Revenue**

# THREATS

- **Technology Changes**
- **Supplier As A Competitor**
- **Business Succession**
- **Lack of New Entrants**

# OPPORTUNITIES

- **Water Systems**
- **Premises Security**
- **LED Lighting**
- **Software Solutions**
- **Document Management**
- **Network Services**
- **Large Format**
- **A4**
- **Production Print**

# OPPORTUNITIES



- **Digital Signage**
- **3D Printing**
- **Website Design**
- **Telephone Systems**
- **Cloud Services**
- **Access Control**
- **Video Surveillance**
- **Workflow Solutions**
- **Bar Code Solutions**

# OPPORTUNITIES

- **Label Printers**
- **Video Walls**
- **Mobile Printing**

# PREPARATION

- **Research Marketplace**
- **Right People**
- **Sufficient Training**
- **Proper Tools**
- **Dealer Automation**
- **Web Site**
- **Business Partners**
- **Peer Group/Best Practices**
- **Referrals**
- **Community Involvement**

# BTA WEST OPPORTUNITIES

- **Brother International**
- **Xerox**
- **Epson**
- **Laserfiche**
- **Muratec**
- **Oki Data**
- **Panasonic Scanners**
- **Toshiba**

# QUESTIONS????

**Bob Goldberg**
**BTA General Counsel**
**bob.goldberg@sfnr.com**
**312/648-2300**