



Manufacturers Share 2023's Opportunities

I am told that the Industry Forecast feature, appearing as the cover story in this issue of Office Technology, has been an annual tradition in the magazine for more than 35 years. What an amazing resource to the BTA Channel. Like you and so many other dealers, I always value the opportunity to learn about the visions that our manufacturers have for the future. With the new year comes a new set of opportunities. Knowing what manufacturers see as the greatest opportunities for the dealer community can help guide us in the year ahead.



Starting on page 10 is the first of 12 submissions from our imaging equipment manufacturers — from Brother to Xerox. Allow me to express my thanks and appreciation to all of the participants for their willingness to be part of this special feature. I would especially like to thank those participants that are also members of BTA, several of them for decades: Brother, Epson America, Konica Minolta, Kyocera, Lexmark, Ricoh, RISO, Sharp, Toshiba and Xerox.

In the introduction to the feature, you will see a synopsis of the questions the manufacturers were asked to address in preparing their forecasts. In the initial invitation to participate, one of the full questions asked was: "What do you believe will be the primary market and product opportunities for dealers in the new year in terms of helping to optimize the business conducted by their dealerships and better ensure a prosperous future?"

As this is being written, I have not read any of the forecasts submitted, although I am anxious to do so. With that in mind, the editorial staff at BTA has provided a few excerpts from the submissions to share with

you, having to do, specifically, with an emphasis on the word "opportunity." Perhaps these excerpts will inspire you to take the time to read through the entire 2023 Industry Forecast feature.

■ **Canon:** "The current climate has seen some competitors weakened, which can provide an opportunity to pick up additional customers."

■ **Epson:** "... We still see the demand for A4 continuing to grow. Dealers can take advantage of this opportunity through strategic planning and open communication with both customers and OEMs ..."

■ **Konica Minolta:** "2023 is projected to be a growth year, with some analysts predicting up to 10% growth in unit volume, creating a tremendous opportunity to place devices."

■ **RISO:** "It is 2023 and print buyers still view color printing as a luxury. If that does not scream 'opportunity,' then nothing does."

■ **Xerox:** "... There are three significant areas of opportunity for dealers. First is expanding their presence in the production market's color and mono segments; second is capitalizing on the power of apps and other digital solutions to solve common — but critical — workflow issues; third is advancing their business agility in the market by aggressively accelerating their digital transformation strategies."

Yes, the forecast feature is lengthy, but I know it will be worth your time to read through it at your convenience. Take the time to learn what your vendor partners and competitive vendors have to say about the year ahead. My expectation is that it will help you better see what the greatest strategies for your dealership's continued success may be in 2023. I extend my best wishes to all of you as you embrace the opportunities that are best for your dealerships in the coming year. ■

— David Polimeni

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