

2025 Industry Forecast

Manufacturers look to the year ahead

Compiled by: Brent Hoskins, Office Technology Magazine

What do you believe will be the primary market and product opportunities for dealers in the new year? What are the best strategies for pursuing these opportunities? What will be the most significant challenges dealers will face in 2025 and how can they best address them? What notable changes in demand/needs/expectations for office technology do you anticipate from end users in 2025? What do you see as the characteristics of the office technology dealership that is best positioned for success in 2025? What product and services diversification strategies, if any, do you recommend for dealers outside of traditional imaging devices and why?

To find the answers to these questions, Office Technology magazine asked 12 MFP and printer manufacturers to share their expectations for 2025; nine responded with submissions. Perhaps the insight shared in this year's industry forecasts will help you better position your dealership for continued success.



Brother International Corp.
Fernando Maroniene, Senior Director of Product Marketing

2025 is set to bring even more dynamic shifts, growth and innovation in the office technology space. As businesses adapt to hybrid work models, reevaluate their physical office spaces and navigate economic pressures, the dealer channel will be at the forefront, proving its flexibility and responsiveness. This means an ongoing demand for smaller, compact technology that meets the evolving needs of modern offices. Strong customer service and robust dealer relationships will continue to be essential, making this year an exciting time of adaptation and opportunity for everyone in the channel.

As we enter the new year, the market will continue to



prioritize fleet reduction and optimization, reflecting evolving office needs and spatial constraints. In 2024, the ongoing shift from A3 to A4 models has been driven by decentralized and hybrid workplaces that demand more compact, versatile technology suited to smaller, cost-conscious environments. This trend will continue in 2025. Additionally, with print volumes decreasing and a shift toward digitalization, businesses seek agile solutions that fit seamlessly into their redefined spaces — compact devices that serve essential functions across multiple locations (e.g., retail chains that do not have the capacity for large machines, but require small units for printing invoices, shipping labels and everyday documents).

As businesses continue to reshape their physical settings, the need for streamlined access across multiple locations continues to rise. Businesses with multiple locations, such as restaurants, retail stores and companies with offices outside of their headquarters, will rely on robust, compact and all-in-one printers that require no in-person support. Remote management and deployment of machine settings allow companies to focus on running their businesses without worrying about the technology needed to do so and grant business continuity across all offices.

As fleet configurations streamline, in 2025, dealers will need to strategically transform their revenue models, increasingly adopting roles as comprehensive managed IT service providers. This shift elevates dealers to trusted, all-in-one technology partners, extending their services beyond print to encompass network and device management. While print solutions remain foundational, this expanded offering enables dealers to diversify their revenue streams and serve as indispensable resources for businesses, especially in the area of office technology.

Success is a shared endeavor, where equipping dealers with tools and expertise translates directly to customer satisfaction and growth. Specialized teams dedicated to

key vertical markets can assist channel partners in assessing, designing and optimizing tailored print solutions. Customized support is critical to ensuring that dealer offerings align with each client's unique requirements. This is how we will grow together in the year ahead.

Equally vital is a robust network of field engineers who can swiftly address any technical challenges, providing top-tier technical support both pre- and post-sale. This level of service becomes a defining feature, fostering customer confidence in the dealer's reliability and problem-solving capabilities.

As print volumes decrease and competition intensifies, exceptional customer service distinguishes one dealership from another, reinforcing the dealership's value as a reliable partner and establishing a loyal client base in a demanding market. Looking ahead, the office technology landscape is set for continued evolution, driven by the demands of hybrid work, decentralized offices and multilocation operations. While printing remains a critical function, it must adapt to these emerging dynamics, placing a premium on flexibility, compact solutions and seamless integration with broader IT infrastructures.

As we enter 2025, the success of office technology providers will hinge on their commitment to robust dealer partnerships and exceptional customer service. By standing as trusted, adaptable partners in this rapidly shifting environment, dealers will not only keep pace with change, but lead the industry forward, ensuring their relevance and resilience in the years to come.



Konica Minolta Business Solutions U.S.A. Inc.

Laura Blackmer, President, Dealer Sales

2025 will bring both challenges and opportunities for dealers. I'd like to highlight a few of them.

Dealers are increasingly challenged by pressure on profitability and will continue to be going into 2025. Suggestions to mitigate that pressure center around diversification as the clear way forward to offset declines in print. It is not just about new revenue streams, but new profit streams.

One of the most significant opportunities dealers will face in 2025 and beyond is capturing their customers' technology spend. With the addition of artificial intelligence (AI), the demand for new PCs and continued investment in computing hardware will rise. By diversifying with a broader spectrum of products and services, you can better meet

A dealer cannot go wrong adopting security-based products and services. With the increasing ... cyberattacks, cybersecurity services address a critical need ...

demands and secure a larger share of customer technology budgets.

Security-based products and services continue to generate new and highly profitable opportunities to meet market demands. A core business centered around copiers and print management with integrated security provides a robust foundation to drive significant growth in cybersecurity, physical security and security monitoring services.

These solutions that ensure customer safety can unlock new revenue streams, create substantial value and exceed customer expectations.

A dealer cannot go wrong adopting security-based products and services. With the increasing threat of cyberattacks, cybersecurity services address a critical need for businesses. This includes network security, data protection and compliance services, and can lead to physical security products such as surveillance cameras, access control systems and alarm systems. Security monitoring services can enhance the value of these offerings and create recurring revenue streams.

It is vital for dealers to have a clear-cut organizational cloud strategy, as that will impact all elements of the business. We anticipate a significant rise in demand for remote services, diagnostics and predictive maintenance, all delivered via secure cloud products. It is becoming increasingly important for dealers to not only sell digital transformation products, but also utilize them internally by managing multi-tenant environments and leveraging these remote offerings effectively. This benefits customers and allows dealers to maximize their skilled labor forces and reach more customers without travel costs and wasted time.

Offering managed IT services, including help-desk support, network management and IT consulting can help businesses streamline their operations and improve efficiency. Cloud services such as storage, backup solutions and cloud-based software can meet the growing demand for flexible and scalable IT infrastructure. Solutions that integrate voice, video and messaging services can improve communication and collaboration within organizations.

Expanding into these sectors allows dealers to tap into new revenue opportunities, deliver significant value and surpass customer expectations. This strategy not only fortifies the core business, but also equips dealers to excel in a dynamic and competitive landscape.

The adoption of intelligent information management (IIM) technology is helping businesses organize, manage and understand their data. Konica Minolta recently launched an IIM program for its dealers to help those looking to expand

into process automation, workflow automation and even AI. By embracing these technologies, dealers can enhance operational efficiency, reduce costs and provide superior service to their customers, positioning themselves as leaders in the evolving office technology landscape.

Another prime example is production and industrial print, which continue to experience significant demand and profitability. Building a successful production print business requires dedication and expertise. Once mastered, it allows for the generation of new revenue streams and establishes a highly profitable business while maintaining a focus on core operations.



Kyocera Document Solutions America Inc.

Don Duvall, Vice President, Channel Sales

As we look to 2025, the year promises profound changes for both the industry and society. Dealers, already skilled in navigating shifts, must prepare for the dual impact of an evolving political landscape and sector-specific opportunities. Industries like defense, local manufacturing and regional banking are set for growth, offering strategic dealers avenues on which to capitalize.

The industry's transition from A3 to A4 continues to reshape printing habits. A4 devices are expected to dominate, driven by shifting preferences. Customers are renewing leases with fewer, smaller devices, reducing profitability from existing accounts and highlighting the need for dealers to target new customers to sustain growth.

To attract new customers, dealers must innovate their approaches. Programs such as Unlimited Printing and Three-Tier Color offer compelling entry points for conversations with businesses aiming to cut costs, predict expenses or boost efficiency. Additionally, e-commerce is proving to be a game-changer, enabling dealers to efficiently sell consumables like toner and A4 devices to current clients while freeing up sales teams to pursue higher-value deals.

In an era where finding and retaining top talent is increasingly challenging, leveraging technology to enhance efficiency is essential. Dealers who embrace e-commerce and other digital tools will be better positioned to focus on

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KEYPOINT INTELLIGENCE

Insight of the Month

The 2025 Industry Forecast

Forecast



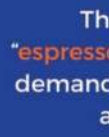
The market for workplace print, valued at **\$27 billion**, is under pressure from new entrants vying for a piece of this lucrative pie.



As businesses adjust for new RTO mandates, **hybrid working** moves to a **4/1 model**.



Some **650 billion** images are expected to be printed in U.S. workplaces in 2025, albeit on a reduced number of devices.



The smaller yet more powerful "**espresso office**" will result in greater demand for more price-competitive and space-saving A4 devices.



Inflation and energy prices are pushing average street prices up at a rate of **5% per annum**.

Impending legislation and device underutilization are leading to extended machine life of up to **seven years**.



Our industry embraces AI, with **43%** of U.S. dealers **already using an AI solution** to automate device monitoring and triage.

Source: Keypoint Intelligence Workplace Group Research

scaling and securing new opportunities.

Despite an expected annual decline in print volumes of about 3%, emerging trends provide growth potential. There is increasing demand for color printing and high-quality outputs over quantity. Production print, particularly inkjet technology, is growing rapidly as it captures volumes previously managed by offset presses.

As printing evolves, so do opportunities for complementary solutions like cloud print or enterprise content management (ECM). These tools are becoming increasingly essential for IT directors and business owners seeking to optimize workflows and improve efficiency. Public administration, in particular, stands out as a key sector for adoption due to its focus on enhancing productivity and reducing operational complexity.

ECM solutions, even in basic forms, offer excellent entry points for dealers looking to diversify. By enabling efficient document management, they meet the growing demand for seamless digital workflows. Combined with cloud print and digitization, ECM positions dealers as indispensable partners for organizations seeking comprehensive solutions.

Dealers who embrace and promote these technologies within a diverse portfolio will meet customer demands, build long-term partnerships and thrive in an increasingly digitized market.

The instability of 2024 — with new players entering the market and OEMs making tough decisions — has presented dealers with a unique opportunity. Now, more than ever, dealers can be selective, partnering with organizations that offer the most comprehensive portfolios and financial stability. This strategic positioning will enable them to build lasting, mutually beneficial relationships.

2025 presents an opportunity for ambitious dealers to transform challenges into growth. Those who embrace innovation, diversify their offerings and strategically align with the right partners will not only navigate change, but thrive in it. By staying agile and forward-thinking, dealers can secure their positions as essential partners in a rapidly evolving landscape.

Today, cloud adoption is accelerating, demanding that dealerships offer cloud-based print management, remote monitoring and secure document storage.

link between manufacturers and end users. Success requires adapting to this dynamic environment by embracing innovation and customer-centricity. And what do customers want in 2025? A simpler experience.

At Lexmark, we know the key trends shaping the future of the office technology channel market and strategies for dealerships to thrive while making customers' lives easier. These include lever-

aging cloud services, developing industry-specific solutions, harnessing AI and data analytics, and prioritizing security at every touchpoint.

Today, cloud adoption is accelerating, demanding that dealerships offer cloud-based print management, remote monitoring and secure document storage. Cloud infrastructure also streamlines dealership operations and reduces costs. The channel's role in providing expertise and consolidated cloud offerings will become even more critical in 2025.

By leveraging cloud infrastructure, the channel can also improve operations efficiency while reducing costs, a key goal for many channel partners heading into next year. For instance, cloud-based print management solutions enable dealerships to monitor and manage their clients' printing devices remotely, reducing the need for on-site visits and minimizing downtime. Additionally, cloud-based document storage and collaboration tools can help businesses streamline their workflows and improve productivity.

Cloud services have become the preferred delivery method for many businesses worldwide, making their adoption increasingly crucial for the channel market. This importance will escalate in 2025, with the channel playing a more vital role in providing essential expertise and consolidating offerings to deliver complete solutions to customers.

As businesses across various industries face unique challenges, channel partners should develop targeted solutions to address the distinct needs of specific industries. For example, unique challenges in the health-care sector include strict regulatory requirements, patient privacy concerns and the need for efficient document management. Tailored health-care solutions could include secure printing, electronic health record (EHR) integration and workflow automation, as dealerships can seamlessly support health-care providers in improving patient care while maintaining compliance with industry regulations.

Additionally, the printing industry is only beginning to scratch the surface of AI's potential. AI-powered predictive diagnostics are already in use, and as AI technology matures, we envision even more transformative applications.

In the wake of generative AI's explosive growth, harnessing



Lexmark International Inc.

Clark Bugg, Director of Channel Sales

The office technology landscape is rapidly transforming, driven by technological advancements and evolving business needs. This presents both opportunities and challenges for technology dealerships, the crucial

the combined power of AI, big data and analytics is more essential than ever. Device sensor data allows for optimized serviceability and maintenance, ultimately increasing customer satisfaction, while AI-driven insights empower dealerships to uncover hidden patterns and trends in their data, leading to more informed decision-making and improved business outcomes.

Given the interconnected nature of modern printers, security will continue to be paramount in 2025. AI is already critical for edge network security, monitoring traffic for anomalies. However, printer security is often overlooked, and a robust network architecture is crucial for enabling AI-powered monitoring of all endpoint traffic, including printers. The growing adoption of zero-trust network principles further enhances AI's ability to strengthen network security.

The future of print is intelligent, interconnected, secure — and, most of all, intuitive. By keeping this lens in mind, dealerships can offer incredible value to their customers in 2025 and beyond.



Ricoh USA Inc.
Jim Coriddi, Chief Dealer Officer

As we move into 2025, there continues to be a lot of discussion around the decline of print. While it is true that print output has been declining in specific businesses/segments, the fact remains that the vast majority of corporate information still exists on paper. Print needs to be digitized, distributed and incorporated into workflows across an organization. This presents a tremendous opportunity for dealers to expand their management of customer information, providing office solutions that facilitate the seamless sharing of physical and digital information across an increasingly hybrid workforce. Among these solutions are next-level MFPs that are built smaller and more sustainably for evolving office environments that integrate with document management software. The market opportunity is expected to top \$10 billion in 2025.

Another area primed for continued growth is production print. It presents an opportunity for dealers to further diversify their offerings, offset the decline in office print and build a new aftermarket annuity base. A natural extension for dealers currently selling and servicing MFPs, production print is expected to grow at a CAGR of 4.07% from 2023-2028, driven largely by businesses shifting some traditional MFP print to in-plant and/or commercial printers. Customers are looking

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to personalize marketing materials and bring on-demand publishing and short-run digital printing in-house, or shifting these jobs to commercial printers.

Finally, new workplace environments require tools that simplify and foster engagement, both among those in the office and at home. Collaboration extends beyond document sharing. Dealers should consider diversifying their portfolios with technologies such as

audio and video conferencing, meeting-room management and interactive displays as part of their strategies to provide a more holistic approach to the modern workplace experience. This is a natural extension for our business.



RISO Inc.
Andre D'Urbano,
Vice President of Sales

Sales, much like politics, is all about the economy. And production print, more than any other sector that BTA dealers work with, has been on a roller coaster ride since the start of 2020. The COVID-19 pandemic

came along and wreaked havoc on the “triple crown” of print: paper, postage and wages.

■ **Paper** — The consolidation of paper mills during COVID created a supply shortage at a time when demand was high. Paper prices increased, have not come down and continue to negatively impact profitability for print facilities.

■ **Postage** — This past July, the U.S. Postal Service announced yet another price increase which, when added to rising paper costs, made for a double whammy for print providers. Keep in mind that most of what is printed is mailed.

■ **Wages** — Print shop owners and managers are expecting a retirement Armageddon in late 2028. COVID started the retirement dance, where many of the older workers simply went away and never came back. That put pressure on the remaining group to stay — and they did — but for higher wages. The issue of finding younger people to fill these key roles in a print operation persists, and hiring staff members has never been more difficult. The one driver though — money. Pay them above average wages and they will come.

With each increase, print providers have had to raise prices on their customers to the point where many print buyers are now saying: “Enough. Stop raising my prices or I will be forced to find other ways to get my messaging out to my customers.” This has forced print shops across the country to look for ways to cut costs in an effort to get pricing back in line with customer demands.

■ **A solution to price increases** —

One way to cut costs is converting toner jobs to the lower cost of inkjet output. Some print providers have promised to stop the increases only if the end user allows them to transition the job to inkjet. Not surprisingly, many print buyers have embraced the idea and approved the transition to inkjet. Some even walk away with a “two-year price guarantee.”

But while price increases have hastened the toner-to-inkjet conversion, they have not prevented print buyers from changing how they buy their print. Over the past 18 months, we have seen jobs cut in half, so corporations are spending money on half the job instead of the entirety. One larger print shop noted how, in 2017, it had printed 4,200 jobs for 72 million impressions. The same print shop said that, in 2023, it had printed 61 million impressions on 8,300 jobs. Double the jobs means having to hire more people to handle the extra work without necessarily seeing an increase in revenue.

The short-run dilemma has forced production print operators to change strategy. Gone is the one large press for everything. That is being replaced by multiple smaller production engines so they can print multiple jobs simultaneously. On a floor with a dozen engines, units one through five are printing job one, six through nine are handling job two, and units 10 through 12 a third job. Redundancy is an added benefit of the multiunit approach.

RISO is the only oil-based inkjet technology on the market that needs no dryer or decurler for its output. The smaller footprint and lower capital cost means RISO customers are buying the product in batches of four units at a time. RISO remains the only cut-sheet inkjet production device in the \$50,000 to \$180,000 price range and is often the product of choice when opening disaster recovery centers where footprint is scarce. If you are a BTA dealer selling into the production arena, the inkjet opportunity is calling.



Sharp Imaging and Information Company of America

Mike Marusic, President & CEO

Each year we predict the dealer channel’s future, and apart from pandemic years, the core message stays the same: “Dealers need to diversify and here’s how we can help.” For 2025, this advice continues with a new emphasis on market consolidation. Consolidation has shifted from a theoretical topic to an active reality, with dealers now preparing

Our guidance for 2025 aligns with previous strategies: diversify into areas like displays and laptops, while partnering with others for complementary services.

for changes in the OEM landscape.

In recent months, dealers have increasingly focused on positioning their businesses for potential consolidation. It is the most common topic of discussion and preparation. While speculation about consolidation has existed for years, recent developments are providing clearer indications of its implications, pushing dealers to adapt in response.

The impact of this shift depends on where each dealer stands. Critical questions include: “Will changes in manufacturer brands affect customer retention or encourage users to seek alternatives? What will be the cost and training challenges of managing parts for multiple models as consolidation progresses? How can risk be minimized during this shift?” These are the questions I hear from leading, growth-oriented dealers as they strategize for the future.

While there is no certainty about how or when consolidation will unfold, planning for “what-if” scenarios is essential. More dealers are now analyzing OEM financials and considering where these companies are investing or divesting: “Are they aligning with my business interests or shifting focus elsewhere?” These are tough, but crucial, questions for dealers who have invested heavily in their operations to evaluate if their suppliers’ strategies align with their own.

If history has taught us anything, it is that dealers are highly adaptable and resourceful. They have navigated past challenges by pivoting and seizing new opportunities. Today’s uncertainty also presents chances for growth, fueling our confidence in supporting dealers to expand their print businesses and enter new areas.

Our guidance for 2025 aligns with previous strategies: diversify into areas like displays and laptops, while partnering with others for complementary services. Strengthening relationships with existing customers is a long-term strategy that boosts loyalty and business growth. Our data supports this approach. Year-to-date 2024 (September) compared to the pre-COVID-19-pandemic period shows dealers who diversified into other categories with us grew their MFP business by 12%, while those who did not saw a 15% decline. The difference is more pronounced among smaller dealers, where those diversifying reported more than 350% growth in print versus flat performance for non-diversified peers.

Offering diverse products and services has underpinned dealer success over recent years, and we remain committed to helping them grow in new categories. Customers increasingly demand more from their dealers, and fulfilling that need is essential for continued success.

The final advice: Diversify now and plan proactively for tomorrow’s evolving landscape.



Toshiba America Business Solutions Inc.
Peter Morisco,
Vice President
of Regional Sales
— Eastern United States

Our strategy for 2025 is clear: advance print, innovate through adjacent technologies and support our dealers with the tools and insights they require to thrive.

Toshiba will leverage technological advancements and strategic alliances to enable our resellers to thrive in 2025. Our recent joint venture with Ricoh, operational in July 2024, exemplifies this mandate.

This partnership is much more than a supply chain enhancement; it reflects our commitment to operational excellence, seamless systems integration and a fortified product offering. By creating a reliable supply process, we are now, more than ever, able to equip our clients with the products they will need to succeed.

■ **Strategic Focus on Managed Print as a Service (MPaaS)** — MPaaS represents a cornerstone of Toshiba's growth strategy. While MPaaS can take many forms, we have a clear, comprehensive and purposeful approach. From innovative software solutions for device onboarding to timely client supply deliveries, Toshiba's MPaaS program maximizes efficiency, scalability and value for our dealer network. We automate one of the most time-consuming, yet critical, elements of MPaaS, empowering our dealers to achieve national reach without significant investments.

■ **Powering Client and Reseller Success Via the Cloud** — Toshiba understands the importance of shifting organizations from on-premise to cloud technologies to enhance print management, workflow, service, print-from-anywhere capabilities and expense. By investing significantly in our Elevate Sky cloud platform, Toshiba helps resellers provide the best client services currently available. Moreover, Toshiba's team of experts offers cloud consulting, project management, implementation and technical support.

■ **Embracing Label and Receipt Printing for Diversification** — Dealers look for areas of opportunity to diversify their offerings to better serve their clients. Our Label and Receipt Printer Program addresses this need directly, offering dealers a turnkey solution to capitalize on the expanding label and receipt printing market. Label and receipt printing offers new revenue streams, enhances client relationships and gives dealers a way to stand out in a competitive landscape. Including label and receipt printers in an MPaaS proposal sets Toshiba dealers apart, as Toshiba is the only major multifunctional printer manufacturer to offer such hardware. This unique advantage allows Toshiba dealers to deliver a more comprehensive solution to clients,

addressing both traditional and specialty printing needs under a single brand.

Looking ahead, we recognize that our dealers will encounter challenges in 2025, particularly in talent acquisition and retention for both sales and service roles. Alongside workforce considerations, evolving client demands (such as the shift from A3 to A4 formats) will continue to shape our industry.

The most successful dealerships will prioritize an authentic, customer-first approach. These dealerships pair exceptional service with advanced marketing and CRM strategies, creating a seamless sales experience that resonates with clients. In today's information-rich landscape, the buying window is shorter, making timing essential in effective sales strategies.

Our strategy for 2025 is clear: advance print, innovate through adjacent technologies and support our dealers with the tools and insights they require to thrive. As Toshiba continues to invest in MPaaS, label and receipt printing, innovative cloud technologies and strategic partnerships, our dealers will capitalize on emerging opportunities, ensuring print remains vibrant and valuable for years to come.

Please let me know if I can help. You can reach me by email at peter.morisco@tabs.toshiba.com or by phone at (862) 233-3057. Good selling!



Xerox Corp.
Karl Boissonneault, President, Xerox North America Channels & Canada

As we step into 2025, the office technology sector is brimming with opportunities for our channel partners. To thrive and ensure a prosperous future, we must acknowledge the challenges ahead and stay prepared and competitive. Key challenges include hiring qualified sales and technical staff members in a tight job market, and making the right investments in training and development programs to build a skilled workforce and retain top talent. Investing in our people and future workforce will make way for a strong foundation for success.

With the rise of hybrid work and the decline in traditional printing needs, the demand for office equipment is evolving. Now is the perfect time to adapt offerings to include more digital and remote solutions, keeping pace with rapidly advancing technologies. AI and automation are crucial, as users expect office technology to enhance efficiency and productivity.

From MFP devices that streamline tasks, the focus is

on automated workflows and predictive maintenance. Intuitive and personalized user interfaces are essential, making it easier for employees to interact with technology and access tools conveniently.

We anticipate high demand for technology that supports seamless collaboration and communication, such as cloud-based services, video conferencing tools and secure remote access solutions. This shift also brings a need for top-notch support and training to ensure smooth adoption and effective use, along with subscription-based models for software and services that offer flexibility and cost-effectiveness.

For dealers, this is an exciting time. By adopting the right strategies, you can seize primary market and product opportunities, ensuring a solid future and optimizing your business. The primary market and product opportunities in 2025 will include:

■ **Managed Print Services (MPS)** — The demand for comprehensive print management solutions is set to grow. By offering MPS, we help businesses streamline their printing processes, cut costs and boost efficiency. This service will be invaluable to clients.

■ **Document Management Solutions** — Efficient document management systems will continue to be in high demand. These systems help businesses organize, store and retrieve documents more effectively, significantly enhancing operational efficiency.

■ **AI-Driven Solutions** — The rise of AI presents a significant opportunity. AI-powered office technology solutions, such as predictive maintenance services and advanced document management, are becoming increasingly popular.

■ **Managed IT Services** — Providing network management, help-desk support and IT consulting can help diversify services and meet the growing needs of businesses for comprehensive IT support.

■ **Subscription-Based Models** — Transitioning to subscription-based models for software and services can offer clients more flexibility and cost-effectiveness compared to traditional one-time purchases.

■ **Cybersecurity Services** — With the continuous evolution of cyberthreats, there is a substantial market for advanced cybersecurity solutions. As cyberthreats become more sophisticated, end users want stronger security measures to protect their data and systems. This includes simplified security configurations, advanced encryption, auto-remediation of security features, multifactor authentication and regular security updates.

■ **Sustainable Products** — Eco-friendly office technology,

Continuously training your sales team members on the latest industry trends, technologies and client needs ensures they can better address pain points and close sales.

including energy-efficient devices and sustainable practices, will be in high demand as businesses strive to reduce their environmental impact.

The best strategies for pursuing these opportunities include:

■ **Diversify Offerings** — Expand beyond traditional copier/MFPs to include managed print services, digital workflow solutions and IT services. This helps meet the evolving needs of businesses,

especially those transitioning to hybrid work environments.

■ **Focus on Sustainability** — Invest in eco-friendly products and services, such as energy-efficient copier/MFPs and recycling programs to attract environmentally conscious clients. Highlighting sustainability efforts can be a key differentiator. End users will expect office technology to help them work toward their sustainability goals. This includes energy-efficient devices, materials that reduce negative environmental impact and convenient recycling programs.

■ **Leverage Technology** — Integrating AI and automation into offerings will enhance productivity and efficiency for clients. It is crucial to stay up to date with the latest technological advancements to remain competitive.

■ **Personalize the Customer Experience** — Use data analytics to understand client needs and preferences to offer personalized solutions and exceptional service. For example, setting up and offering discounts for automatic payment methods can help build long-term relationships.

■ **Enhance Cybersecurity Measures** — Provide products and services that include robust security features and protect client data. Educating clients on cybersecurity best practices builds trust and loyalty.

■ **Use Integrated Marketing** — Creating a seamless client journey by integrating direct mail, email, social media and other digital channels can effectively engage clients. Personalized marketing efforts are key to maintaining client interest.

■ **Educate Your Team Members** — Continuously training your sales team members on the latest industry trends, technologies and client needs ensures they can better address pain points and close sales.

As we look toward the future, the office technology industry stands at a pivotal juncture. Despite the challenges, there are significant opportunities for dealers to redefine their roles, expand into new markets and become strategic partners in digital transformation. ■

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