

Endless Opportunities

Looking toward the best growth strategies for 2026

Compiled by: Brent Hoskins, Office Technology Magazine

What do you believe will be the greatest opportunities for office technology dealers in 2026? What do you believe will be the best strategies for success in pursuing those opportunities? Recently, Office Technology magazine asked these questions of dealers in an email survey. Following are the responses received. Perhaps comments shared by your fellow dealers will provide some guidance to help you in the year ahead.



we identify the right customers, we then create a customer service approach to retain those customers. While it remains vital to continually attract and close new business, it will be our ability to retain our clients that will ultimately determine our success.

*Brandon Cousins, president
Kraft Business Systems, Caledonia, Michigan*

Opportunities & Strategies: I think remote support is the answer for both questions. We are super focused on resolving as many calls remotely as possible. We feel anytime we can fix an issue without rolling a truck, it makes us more profitable and the customer happier. I am working on a culture change at Plus Inc. to accomplish that. Our technicians are learning about networking and how to use all the remote tools provided by the manufacturers.

*Curtis Arrowood, service director
Plus Inc., Greenville, South Carolina*

Opportunities: For dealerships that have made the transition into IT managed network services and/or software with an emphasis on AI automation, I believe that 2026 will be a year of incredible opportunity. We live in a technology landscape that is changing by the minute due to the ongoing adoption and ever-changing need for AI solutions. For dealers who are doubling down on imaging, we are seeing opportunity in both B2B and production print. For dealers who are willing to take the time to look at what customer segments are continually growing in print volume and shifting focus to capturing net-new business in those particular segments or industries, I genuinely believe that there is room to grow your business in imaging for many years to come.

Strategies: The most important thing for 2026 is identifying your growth areas in each revenue stream of your business, and focusing marketing efforts on new and emerging technologies that compliment one another. Once

Opportunities: The biggest opportunities in 2026 will come from moving beyond the print-centric mindset and owning more of the customer's technology stack. Four areas stand out:

(1) Managed IT and cybersecurity — SMBs are drowning in fragmented technology and rising security threats. Dealerships that can deliver stable, predictable IT outcomes — backed by real security capabilities — will win wallet share that dwarfs print revenue.

(2) Workflow automation and AI-driven productivity tools — Every organization is trying to eliminate manual processes and reduce operating costs. Dealerships that can bring automation, document intelligence and AI-assisted workflows to clients will become indispensable.

(3) Device-as-a-service (DaaS) and distributed workforce solutions — Companies want predictable cost structures and simple life-cycle management for all endpoints, not just copiers. Packaging hardware, monitoring, security and support as a service is a major growth lane.

(4) Print remains, but only as part of a broader ecosystem — production print, A4 fleet optimization and secure print management will continue to generate profit, but the opportunity lies in integrating these into a wider technology strategy, not relying on them as standalone revenue engines.

Strategies: (1) Stop acting like a copier/MFP dealer and act like a technology partner. The dealerships that win in 2026 will be the ones that change their identities internally and externally to full solutions providers. Customers do not buy machines — they buy outcomes.

(2) Invest in technical talent and leadership, not just sales

training. You cannot sell IT services or automation with a print-era staffing model. Success requires certified technicians, solution architects and service leaders who understand modern IT environments.

"Simplify your offerings and lead with business problems, not SKUs. Customers do not care about features. They care about operational inefficiency ... "

(3) Build recurring revenue engines everywhere possible. The most successful dealers will treat every offering (e.g., IT, security, workflow automation, DaaS, print, etc.) as a recurring service. Predictable revenue solves 90% of business headaches.

(4) Simplify your offerings and lead with business problems, not SKUs. Customers do not care about features. They care about operational inefficiency, compliance risk and employee productivity. Dealers who learn to speak the language of business outcomes will outsell those stuck in product-driven pitches.

(5) Partner aggressively instead of trying to do everything alone. Speed matters more than owning every skill in-house. Strategic partnerships — especially for cybersecurity and complex workflow solutions — will accelerate capability and credibility.

(6) Create a unified postmerger/transformation go-to-market strategy. For dealers acquiring IT firms or integrating new service lines, the winners will be those who align messaging, compensation and service delivery under one unified model. Fragmentation kills momentum.

Ian Nash, vice president of technology

A.F. Smith Trading Co. Ltd., Hamilton, Bermuda

Opportunities & Strategies: In 2026, the greatest opportunities for office technology dealers will come from solutions that go far beyond traditional hardware. The dealerships that win will be those that position themselves as workflow, security and automation partners — not just printer providers. Here are the top categories that will open the biggest doors:

(1) Advanced managed print and output management — Even though print volumes continue to decline overall, complexity is increasing. This is where the opportunity lies. Key growth drivers include:

- Health care, legal, finance and government will still demand secure printing and auditing.
- Cloud-based print management (PaperCut Hive, uniFLOW Online) will continue replacing on-premise servers.
- Security requirements (zero trust, MFA print release) will



Insight of the Month

2026 Opportunities & Trends: IT Decision Makers Look at DX & AI

Automation adoption in document workflow is high. Here's just some of what your dealership should be focused on this year.



Percent of survey respondents who report that finance and accounting departments rely on paper-based workflows the most.



Document/content management systems are the most implemented workflow automation technology, with 82% utilizing them.



Intelligent document classification, typically driven by AI, is the most valuable capability in 60% of document processing workflows.



Percent of survey respondents who are concerned with accuracy and compliance when implementing AI in document workflows.



Percent of survey respondents who plan to moderately increase investment in AI capabilities within document workflows in the next year.



Percent of survey respondents who are currently implementing a wider rollout of AI across their companies in 2026.

Source: KeyPoint Intelligence's 2025 Workplace CompleteView DX Survey of IT Decision Makers

push companies to upgrade older fleets.

Where dealers win: Analytics, optimization, rules-based printing and selling print as a service — not as a hardware transaction.

(2) Content and document workflow automation — Companies want to eliminate manual steps, improve compliance and integrate documents into their systems. High-value offerings include:

- Intelligent document processing (e.g., OCR, AI extraction, routing)
- Integrations with EMR/EHR, ERP and CRM systems (e.g., Epic, Cerner, Dynamics, Salesforce)
- AP/AR automation
- Workflow solutions for HR, onboarding and records management. Workflow deals often drive two to three times more recurring revenue than hardware alone.

(3) Security and compliance services — Security is the number-one concern across nearly every industry, especially health care and financial services. Dealers can build strong revenue streams around:

- Print security assessments
- Zero trust network print strategies
- Secure scan workflows and document governance
- Endpoint security tied to MFPs
- User authentication and audit trails

Security requirements will force organizations to refresh aging devices or modernize workflows.

(4) AI-driven service and device monitoring — Service departments will become profit centers instead of cost centers. For example:

- Predictive maintenance using AI/ML
- Expanded DCA monitoring (e.g., FMAudit, Printanista, KPAX)
- Remote firmware updates and configuration
- Automated ticketing and triage

This increases uptime and lowers cost, making your MPS offerings stickier and more profitable.

(5) Cloud and hybrid infrastructure solutions — Customers want to simplify IT. Dealers can deliver:

- Cloud fax and secure digital fax replacements
- Cloud print servers
- Cloud backup for documents
- Digital mail rooms
- Hosted document systems

The shift away from on-premise servers is a massive opportunity.

(6) Vertical-market solutions — These have the highest ROI and the following sectors will have the strongest demand:

- Health care: HIPAA-secure scanning; EMR/EHR

“Dealerships that shift from ‘selling boxes’ to ‘delivering business outcomes’ will grow more quickly, close larger deals and build long-term recurring revenue.”

integrations; identity management; and digital intake and forms automation

■ Municipal and government: Records digitization; compliance retention workflows; and secure printing and audit trails

■ Financial services and insurance: ID verification workflows; document governance; and automation for lending, claims and onboarding

Vertical-focused solutions carry higher margins and less competition.

(7) Unified communications and collaboration tools — Dealerships that sell copier/MFPs and communication technology will dominate. Growth areas include:

- UCaaS (cloud phone systems)
- Video meeting hardware
- Call analytics and contact center solutions
- Workflow integrations (e.g., Teams, Zoom, CRM)

Most offices are still modernizing post-COVID, so opportunities are plentiful.

(8) Industrial and specialty print — Dealers can expand profit centers by offering:

- Label/thermal printers (e.g., Toshiba, Zebra, Honeywell, Epson)
- Large-format for architecture, retail, signage
- Production print for in-house marketing departments

These solutions are sticky and high-margin.

Dealerships that shift from “selling boxes” to “delivering business outcomes” will grow more quickly, close larger deals and build long-term recurring revenue.

Brad Harris, office technology sales executive

Harris Business Machines, Panama City, Florida

Opportunities: Our businesses are great at showing our clients how to use the operating expense budget versus the capital expense budget or credit line funds. We are industry kings at understanding the monthly payment and helping our clients stay with current/secure technologies, hardware and services.

As our industry’s manufacturers continue to consolidate and small dealerships dwindle, there will still be other small businesses that need people — not AI robots — to help them stay focused on their businesses.

We can show them financial solutions for whatever their businesses will need. People need people and we can bring trained business reps to the market with best-in-class financing options.

Strategies: We are trying to simplify our offerings so that we do more A work and not B or C work. We can still offer B and C solutions (and finance them), but we will “broker” them with other trusted local business owners. For example, we are

doing this with a shredding company. Plus, this same company does hard-drive pulverization and on-site backfile scanning services. We are talking to all the same decision makers, too. We are parallel without any conflicts.

Print is still everywhere. We can also do quick print overflow. Do the simple stuff in-house if it is not a conflict with a print-for-pay (PFP) client or broker the jobs to a great PFP client. Either way, we still get the click. The issue I discovered is there are way too many print jobs leaving the area and state. Two big offenders are local governments and nonprofits. Most PFP shops are relying on walk-ins and local ownership's social capital for new jobs. We can help them grow because of our much larger sales teams. We see it and we need to help them. It is an exciting time to grow and find new ways to grow.

*Tim Stanley, CEO/owner/problem solver
TDSiT, Lowell, Arkansas*

Opportunities: Our company has between 5% to 10% market share and I imagine most of our dealer peers are in a similar position. Our biggest opportunity is to sell more imaging products and services into the 90% to 95% of the market that does not do business with us yet.

Strategies: We need to have more first meetings with new logo CFOs and IT directors. We intend to leverage the relationships our employees have to set these meetings. With larger opportunities, we intend to team sell and we have adjusted our sales comp plans to get the behaviors we want. Our leadership team is very involved with this initiative, so we expect substantial results as we look to double our revenue over the next six years.

*Sean Bell, president/principal
Solutions YES, Portland, Oregon*

Opportunities: I have been looking closely into robotics. Right now, there are robotic products capable of tasks like floor cleaning and security patrols. These solutions can be leased and require ongoing service — both of which fit perfectly into our business model and create strong opportunities for growth.

Strategies: Employing the right people will be essential. We already have strong service technicians and these new technologies give us an opportunity to attract younger talent. Robotics and emerging solutions are simply more exciting to work on than traditional copier/MFPs, which makes recruitment and retention easier.

*Chip Miceli, CEO
Pulse Technology, Schaumburg, Illinois*

"Print is not dead.
There is opportunity in
rightsizing customers'
fleets, and replacing A3s
with A4s for ... cost savings
where current products
are underutilized ... "

Opportunities: Print is not dead. There is opportunity in rightsizing customers' fleets, and replacing A3s with A4s for customer cost savings where current products are underutilized and/or not requiring 11-by-17-inch-paper output. If we do not do this, our competitors will. Production print and wide format are two growth areas of our industry.

Strategies: Pursue a vertical-market focus on specific industries that value

print and have not gone predominately digital.

*Richard Van Dyke, president & CEO
Advanced Office, Irvine, California*

Opportunities & Strategies: I think the core remains the core with some shifting of where it is found — A3 to A4. The biggest opportunity for dealers in 2026 will be in the shift to managed IT. I say that not to say all dealerships are going to be IT providers, but to say that, as dealerships make the shift, they will need to become proficient in IT-type services that can be applied to the existing core deliverable — the main one being cloud print technology, and the ability to be experts and service providers for customers that are shifting in that direction, but are not sophisticated enough to handle it themselves. There is a lot of market share to be had for dealerships that can help customers in that area, no matter what cloud product the customer selects or if the dealership sold it to them (many customers will buy the cloud print themselves and then struggle and search out help with service). It will also help us for positioning as an IT provider beyond 2026.

*Eddie Steelman, vice president
Smart Technologies of Florida, Daytona Beach, Florida*

Opportunities: Managed network services (MNS) focused on the hottest topic around — network security — to get in the door. If there is no interest, pivot to right-sizing the MFP/print environment.

Strategies: A vertical focus starting at the C level, leveraging the "comanaged" environment for IT. Emphasize the trend of "vendor" consolidation to fewer "business partners" to save time and money.

*Dean Swenson, president
The Swenson Group, Livermore, California*

Opportunities: The greatest opportunities for growth will remain about what they have been for a while. MPS, production print, document/print management solutions, as well as label printing will remain significant growth opportunities for the traditional copy/print workplace service

provider. For those who have made the move to other diversified streams such as MNS or pure water, the upside is huge.

Strategies: If your company is not currently selling any of these opportunities, you could look at what seems most doable for your company and talk to other BTA dealers who have been doing it successfully. There usually is no one surefire way to do it. Learn from others. Join a BTA peer group. I have learned other people do things very differently from us and are very successful. I can always learn from networking and using maybe only a few parts of the ideas I hear, but that can make all the difference.

Tim Renegar, president

Kelly Office Solutions, Winston-Salem, North Carolina

Opportunities: Managed IT and security services are the most talked-about services we offer, followed closely by search engine optimization (SEO). People want to protect what they have and strategically grow their businesses.

Strategies: High-level and C-level conversations regarding technology strategies and road maps that lead to optimizing spend to invest more into critical services.

Troy McCawley, president

The Boss Company, Birmingham, Alabama

Opportunities: I believe we will continue to make progress in the copier/MFP/printer space as the industry consolidates by providing superior service. Customers will pay for that.

Strategies: As we all diversify, it becomes more difficult to keep the train on the track. However, if we focus on profit and value, we will come out on top. There are clients who will pay a premium for service; we just have to figure out who they are and slowly change our pricing to reflect that.

Chap Breard, president

MOEbiz, Monroe, Louisiana

Opportunities: Our strongest growth potential remains in our core product segment — imaging. Market disruption continues as dealerships are acquired by other imaging companies, creating significant opportunities for us.

Strategies: Capturing these requires a sales team focused on zero-based accounts. To position ourselves for success, we have restructured our sales organization, prioritized bolstering our technology and added support to an already experienced sales team — an investment we believe delivers more impact than simply adding additional sales reps. This includes SDR roles, CRM technology and a dedicated marketing director, all central to driving new business development.

“As we all diversify, it becomes more difficult to keep the train on the track. However, if we focus on profit and value, we will come out on top.”

Our diversification plan is also progressing. Our physical security and IT divisions operate independently from imaging, reinforcing our long-term approach. Just as imaging wasn't built overnight, new segments will take time — but early indicators mirror the success patterns we saw years ago.

Alec Bean, president

*Gray & Creech Office Solutions,
Greensboro, North Carolina*

Opportunities: I think managed services and the subsequent IT projects that come along with this business are the top opportunities for those of us in this space. With all the predictors indicating the continued explosion in cyberthreats globally, we are in a great position as B2B providers to take that business over.

I also think MPS has gained momentum and is a much easier talk track than in the past. Particularly with MFPs/printers representing around 20% of how cyberthreats are getting into the networks, it should be another reason to engage with our customers.

Strategies: As far as strategies, I know we are all being inundated with AI and how that can help us — or, better yet, help make us money. We have spent about three months of various sales trainings specifically utilizing AI and I, too, went through all the training, as I wanted to see what we were spending this money on. I have to say, at 60 years old now, I am just amazed at the amount of information our salespeople can have at the tips of their fingers. I only wish I had those tools 40 years ago in sales.

Mark Watson, president

CDS Office Technologies, Springfield, Illinois

Opportunities: In 2026, the greatest opportunities for office technology dealers will be centered on IT and managed services as customers continue to move away from transactional purchasing toward recurring, outcome-based partnerships. Managed IT and comanaged IT services will remain strong growth drivers due to ongoing IT talent shortages, increasing complexity and the need for predictable costs. Cybersecurity services — including MDR, endpoint protection, user training and compliance support — will be especially critical as threats and regulatory requirements continue to grow.

In addition, dealerships that offer vCIO and technology advisory services will differentiate themselves by helping clients align IT investments with business goals, budgets and risk management. Cloud and modern workplace services, business continuity and disaster recovery, and managed

device life-cycle services will further expand recurring revenue opportunities. Overall, success in 2026 will come from delivering integrated, secure and strategic managed services that position dealers as trusted technology partners.

Strategies: The most effective strategies in 2026 will focus on selling outcomes, not products, and building long-term customer relationships anchored in managed services. Sales teams must lead with business conversations around security, productivity, risk and cost predictability rather than leading with hardware or point solutions. Positioning managed IT, cybersecurity and vCIO services as essential business investments — supported by clear value propositions and ROI — will be critical to winning and expanding accounts.

Equally important is aligning sales execution with delivery and customer success. That means investing in sales enablement, consistent messaging and repeatable offerings, while ensuring the operational teams can deliver an exceptional experience. Leveraging account-based selling, expanding wallet share through existing customers and driving recurring revenue through bundled services will separate high-performing organizations. Ultimately, the dealerships that succeed will be those that combine strong sales leadership, disciplined execution, and a relentless focus on helping customers achieve better business outcomes through IT and managed services.

*Rich Brandenburg, senior vice president of sales
Donnellon McCarthy Enterprises, Cincinnati, Ohio*

Opportunities: The continuing trend of diversification with MNS/IT will provide the greatest growth for dealers. Continuing to ensure your imaging base of machines in the field continues to grow with net-new sales will be necessary to maintain viability.

Strategies: Targeting profitable verticals with a cohesive team. A great culture where salespeople — both imaging and IT — work alongside service and admin staff members to create the best possible client experience. Clients are unsure and are looking for trusted advisors.

*Erik Crane, president/CEO
CPI Technologies, Springfield, Missouri*

Opportunities: In today's market, most of the concerns for dealers are on major corporations and organizations. However, there is a market for our products (copier/MFPs and printers) in small towns in the United States. We have been in business for 93 years. We service three surrounding

"AI is more immersed in our society today than ever before and AI-accelerated workflows are speculated to increase tremendously in just the next few months."

counties from one location. We have been in the same location for 93 years. We have four full-time employees. We have been a Kyocera/Copystar dealer for 30-plus years. Year after year, we continue to service most of the same customers for their machine needs.

Strategies: Mainly, develop close relationships with potential customers and current customers. Call on people and businesses in person. Let them

know who you are. For the past 20-plus years, we have continued to have around \$1 million in sales yearly. We continue to count on BTA for knowledge and support.

*Johnny Leftwich, owner/manager
Dustin Office Machines, Gainesville, Texas*

Opportunities & Strategies: We believe that AI-accelerated workflows and the Internet of Things will be two services that potentially provide the greatest opportunities for office technology dealers in 2026. Businesses are always looking for more efficient processes and solutions. The overall goal is to do more business with less time and effort, which can be achieved by implementing a more efficient process. As a result, we believe that AI-accelerated workflows will be more sought out and included in the scope of everyday business. All industries are currently seeing growth in different sectors such as administration, finance, human resources, health care, industrial, retail, construction and so much more. AI is more immersed in our society today than ever before and AI-accelerated workflows are speculated to increase tremendously in just the next few months.

Also, it is safe to say that the secure and flexible collaboration platforms are a part of the Internet of Things. With the digital world continuing to transform at an exponential rate, we believe that collaboration measures will become more secure and flexible. Today, the work culture has shifted to becoming more inclusive in so many ways. There are more location options available, like in hybrid and remote positions. The increase in both hybrid and remote roles has created a need for co-shared workplaces, as well as a need for digital calling and meeting platforms such as Zoom and Google Teams.

*Kiara Brown, marketing coordinator
Dove Technologies, Florence, South Carolina ■*

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

