



# Kyocera Reimagines

## OEM hosts 2022 national dealer conference June 1-3

by: Brent Hoskins, Office Technology Magazine

On June 1-3, KYOCERA Document Solutions America Inc. hosted its national dealer conference, themed REIMAGINE, in San Antonio, Texas. The event drew more than 850 attendees, including representatives from 225 dealerships, various vendor partners and around 20 industry media outlets. In addition to attendees from the United States, dealers served by the company's Latin American division, as well as Kyocera personnel from Japan, attended the conference.



Óscar Sánchez

The agenda included presentations by members of the Kyocera senior management team, several educational sessions, and a Technology Fair featuring products and services from the company and various vendor partners. Attendees also enjoyed a keynote presentation by Earvin "Magic" Johnson and an evening at Knibbe Ranch, with live entertainment and a rodeo.

Among the presenters was Óscar Sánchez, president and CEO of KYOCERA Document Solutions America. He provided a candid view of the changing nature of the industry and, consequently, Kyocera itself. "We need to rethink our business, the products we sell and the way we sell them," he said. "We want to reimagine Kyocera and what we're offering you."

Sánchez was frank in his comments. "It's nice to believe that once the current problems go away, things will magically return to the previous state," he said. "Allow me to say, with all due respect, that we have many people in denial in this industry. They believe that printing will return, working from home will phase out, A4 will not replace A3, and that e-commerce and subscription services will not work in our industry. I think there are too many people living in the past and resisting change."

Sánchez's presentation focused on what the company is seeking to accomplish in embracing the changing industry. He began by emphasizing changes that have been taking place within Kyocera. "When I became president of Kyocera America in September 2018, I quickly realized that the organization, the processes, the technology, our policies and our business models that we have built in the last 20 years would not keep us competitive in the next 20 years," he said. "I got the strong conviction that for Kyocera, change was not an option, but a matter of survival. That inspired many of the decisions that I have been making."

The goal of those changes, still in process, is for Kyocera "to

become the easiest company to do business with," Sánchez said. "I am aware that, in some cases, it is still not easy to do business with us. Our commitment to you is that we will do whatever it takes to become more efficient and dealer-centric. We will not stop until this is widely recognized by all of you."

Sánchez highlighted several key elements of the company's future strategy, including a growing focus on A4 products, citing data from IDC indicating that, from 2017 to 2021, the A3 MFP market in the United States decreased by 31%, while in the same period the A4 MFP market increased by 22%. "You will see today that we are launching new A4 products for the home office and the small office," he said, noting that the company also has plans to introduce new service options, as well as different ways to sell the products. "We'll have a strong focus on A4 to capitalize on the market change that we are witnessing."

Meanwhile, there is a similar emphasis at Kyocera on production inkjet. "I am very proud to announce that, in 2021, we obtained an amazing 9% market share [in that segment]," Sánchez said of the company's TASKalfa Pro 15000c inkjet model. "Think about that for a second. [Three years ago] Kyocera had no history in production print and we had no customer base at all in the market ... I encourage those of you who have not done so to consider that this would be a fantastic contribution to your portfolio. The 15000c will be the first model in what will be a solid line of inkjet products."

Sánchez also announced: Kyocera will maintain relationships with some third-party software providers, but, going forward, "our main focus will be to develop and promote our own solutions"; by the end of the fiscal year, the company will provide dealers white-label managed IT services; Kyocera will be helping dealers create their own e-commerce presence; and the company will continue to explore subscription services for its products.

"I hope that what you see in us is a company that is fully committed to you as a dealer, with an incredible group of employees, that has a strong offering of professional services, that is financially strong, with good programs, and with a clear idea of where we want to go and how we want to get there," Sánchez said as he concluded his presentation. "This is what you can expect from us. Based on this, I want to humbly ask you to renew your trust in us." ■

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