



'Opportunity Meets Execution'

Sharp hosts National Dealer Meeting in Las Vegas

by: Brent Hoskins, Office Technology Magazine

Sharp Imaging and Information Company of America (SIICA) hosted its National Dealer Meeting April 18-21, 2023, at the Wynn in Las Vegas, Nevada. Themed "Opportunity Meets Execution," nearly 1,000 attendees — including nearly 600 Sharp dealership personnel — gathered to learn about the company's new and upcoming products, solutions and programs. The meeting featured two General Business Sessions, 14 Breakout Sessions and a Product Showcase, which highlighted the Sharp product lineup as well as third-party vendors in a space nearly 30% larger than any previous Sharp meeting.

John Sheehan, senior vice president of channel sales at SIICA, welcomed attendees as the opening General Business Session got underway. He was quick to address the challenges the industry has faced since the last Sharp National Dealer Meeting, which took place in 2019. "Hopefully you felt, in those three years, that Sharp was present, that it was a good partner; we didn't disappear," he said. "We were there with you through the tough times. Obviously, we're going to be there through good times."

Sheehan also commented on Sharp's performance during the supply-chain crisis. "We had a lot of product, right?" he asked the audience. "We were definitely in a good position with product; that made a huge difference. To be fair, the others did not. They didn't invest in this business, but we did. We had product. We were on a growth path long before 2019, but during those crazy times, part of our goal was to get as much product to as many dealers as possible."

In his presentation, Sheehan also emphasized Sharp's market share growth in recent years. "We've had amazing growth since 2019," he said as he shared a slide revealing that Sharp's U.S. MFP A3 unit market share increased from 7.2% in 2019 to 10.1% in 2022. "Together, we have reached our highest point in market share."

In the opening General Business Session, Mike Marusic, president and CEO of SIICA, thanked Sharp's dealers for their role in the company's growth. "I want to thank you for your support," he said. "It's been a crazy three years. It's really been absolutely insane, and I can't say enough about how wonderful the dealer community, all of you, have been throughout it all. You've been so supportive of Sharp, supportive of our business and supportive of the industry."

Through the challenges of the pandemic and supply-chain crises "there's one lesson we've all learned over the last couple of years and that is: This is one resilient industry," Marusic continued. "This industry can stick through anything. I know



Sharp unveiled its new six-color, 120-pages-per-minute (ppm) Digital Color Press Series, seen here in the Product Showcase.

there are a lot of questions out there about what's next. What's going to happen? What's the future for our business? We see many of the same challenges you see ... but, honestly, I still see a tremendous amount of opportunity in this business."

That optimism was revealed in the various product announcements at the meeting. Perhaps chief among them was the announcement of the six-color, 120-pages-per-minute (ppm) Sharp Digital Color Press Series, offering real-time color stabilization and inline finishing options including square fold, crease, a two-edge trimming module and a variety of folding options. Two monochrome digital presses, printing at 136 ppm and 125 ppm, were also announced.

Among the other announcements/previews:

- New Pro Series light production models, printing at 70/75 ppm in color/monochrome and 80/80 ppm in color/monochrome, which will replace the current models later this year
- A Sharp and ConnectWise collaboration, with a security and event management (SIEM) service as the first deliverable
- A refresh of Sharp's A4 MFP and printer solutions, starting in late spring, with A4 color devices that provide professional-quality output in a small footprint
- A new line of 4W-B series value-priced AQUOS BOARD interactive displays

"Over the next two days, we hope to demonstrate our commitment to you and to the market in general," Marusic said as he concluded his presentation. "My hope is that you'll see a company that knows what it wants to do, knows how to do it and has a plan to execute it." ■

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