



Supply Chain Disruption

How are dealers preparing for potential impacts?

Compiled by: Elizabeth Marvel, Office Technology Magazine

Following is a question submitted by a dealer member as part of BTA's Dealers Helping Dealers resource and many of the answers received. These answers and others can be found in the members-only section of the BTA website. Visit www.bta.org/DealersHelpingDealers. You will need your username and password to access this member resource.



How are you preparing for the supply chain impacts expected in the next three to nine months?

"We are taking a proactive and diversified approach to prepare for potential supply chain disruptions over the next three to nine months. Key steps include:

■ **Increasing inventory on critical SKUs** — We are prioritizing high-demand and high-margin products to avoid stock-outs and protect revenue.

■ **Diversifying suppliers** — We are reducing our reliance on single vendors and identifying secondary and backup sources where possible.

■ **Strengthening vendor communication** — We are maintaining close, frequent contact with manufacturers and distributors to stay ahead of delays and allocation changes.

■ **Adjusting sales strategy** — We are steering customers toward in-stock or more readily available alternatives when it is necessary.

■ **Reviewing pricing regularly** — We are accounting for potential cost increases and protecting margins where it is appropriate.

■ **Improving forecasting** — We are using historical data and current trends to better anticipate demand and plan purchases. Additionally, we are setting clear expectations with customers around lead times and availability to maintain trust and avoid surprises."

Keith Anselmo, territory manager

Appalachia Business Communications, Johnson City, Tennessee

"[It will be helpful to] have multiple lines and make sure you have a fleet of rentals and used equipment to support back orders."

Alec Bean, president

Gray & Creech Office Solutions, Greensboro, North Carolina

"[We are] being hyperaware of product availability, taking in more inventory in certain areas and staying in touch with our suppliers."

Gary Foote, president

HBM, Reno, Nevada

"[We are] talking to our vendors to make sure they are prepared and stocking more inventory."

Chip Miceli, CEO

Pulse Technology, Schaumburg, Illinois

"We just have to rely on our suppliers. We cannot justify huge on-site inventories. We are using Predictive InSight to help control supplies. We have engaged Jack Duncan to look at all parts and service."

Tim Stanley, owner

TDSiT, Lowell, Arkansas

"We upped our annual increase to cover the price increases from last year. [I am] thinking we are going to hold for now. We are automating payables and using NEXERA to try and automate service a little."

Nick Lioce, president

The Lioce Group, Huntsville, Alabama

"[We are] buying extra inventory to help with the delays."

Dan Detrick, vice president

CopyLady Inc., Fort Myers, Florida

"We are going with the flow. We are notifying our customers of the disruption and are planning to acquire new customers in the managed IT space as a problem solver to assist them with mitigating the impact."

Jeffrey Foley, COO

Apollo Office Systems, Alvin, Texas

"Forecast, forecast, forecast!"

Clint Feybusch, president

Office Concepts, Pipersville, Pennsylvania ■

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