



NEXT 2025

Sharp hosts national dealer meeting Oct. 7-9

by: Brent Hoskins, Office Technology Magazine

Sharp Imaging and Information Company of America (SIICA), a division of Sharp Electronics Corp. (SEC), hosted a national dealer meeting, NEXT 2025, Oct. 7-9 at the Rosen Shingle Creek in Orlando, Florida. There were nearly 300 dealership personnel in attendance, representing 130 Sharp-authorized dealerships.

The meeting featured General Sessions on both Oct. 8 and 9, as well as a variety of Workshop Sessions, ranging from “Building a Profitable A/V Display Practice” to “Dynabook Into Your Base: Build Profitable Growth” to “Smarter Service Delivery in an AI-First World.” Of particular note were sessions that featured a total of seven Sharp dealers as presenters.

Among the speakers in the opening General Session was SIICA President and Chief Executive Officer Mike Marusic, who provided an overview of how Sharp will help its dealers ensure that their businesses continue to prosper in an ever-changing environment. “We’re not in the pages business now, although printing pages is a wonderful way to make money,” he said. “We’re actually in the information business or, more specifically, the business of sharing information. That’s really what NEXT [the meeting theme] is all about. How do we continue to grow around the information industry and print but, more importantly, in a business about information sharing?”

The industry is comprised of many “creatures of habit” who “like things tried and true,” Marusic said. “We like the methods that have worked for us in the past and, honestly, they continue to work for us,” he said. “Over the next couple of days, I want to share with you some ideas of adjustments we see in the business that can help us prosper.”

Marusic shared the analogy of how driving in the wrong lane of the highway can slow you down, but moving to another lane can get you to your destination more quickly. “That’s kind of what we’re asking you to do,” he said. “You don’t have to change your destination ... Just make a slight shift, adjust



Mike Marusic



Mark Quiroz

your thinking and move into a new lane. Let’s get to our destination faster.”

Today’s customers are “more knowledgeable than ever before and they are looking at technology in a more holistic approach,” Marusic said. “They are now considering the combination of A3 versus A4 and what’s needed in the businesses they operate. They are also looking at how their people work and what their needs are today and, honestly, what they can do to draw people back to the office.”

At Sharp, “we’re not only talking about A3 and A4 print devices, we’re also talking about all the devices your customers want,” Marusic said. “It could be a conference room display. It could be laptops or even desktop displays. We’re going to continue to invest in the technology that your customers need. More importantly, we also want to talk about the business models and how you can grow your business in new technologies and continue to grow your revenue and profitability.”

Marusic was referencing Sharp’s Dynabook laptop computer offerings from its acquisition of Toshiba’s laptop business. He was also referencing the joint venture combining NEC Display Solutions with Sharp.

“If you begin to service your customers with all of our technologies [Dynabook laptops and displays included], it makes it a lot easier for you to retain your customers and retain your current print business at higher margins,” Marusic said. “Simply stated, [it means] fewer competitors that can meet the needs [of customers] like you would be able to do. You’ve made yourselves more valuable to your customers.”

Later in the General Session, Mark Quiroz, SIICA senior vice president and general manager of display solutions, spoke about the display and laptop opportunity for Sharp dealers. “There’s a tremendous opportunity for us to work together and build a collaborative approach in how we diversify your businesses,” he said. “Over the past 12 months, more than 100 dealers have diversified and sold A/V [displays] ... already in the first half of the year, the top dealer in 2025 sold \$1 million in displays.”

The display market is a large market globally and “continues to grow,” Quiroz said, noting that the global display market will have a CAGR of more than 4% through the 2030 period. “It’s a huge market,” he said. “It’s got some great opportunities as it relates to the different sectors that are very easy to penetrate — corporate education, government ... conferencing, collaboration and, of course, security. These are

all areas that are going to be huge opportunities for that global display market and things you can tap into with our support.”

Quiroz noted that Sharp has the “broadest display line in the industry,” including dvLED [Direct View LED] technology, “the future of the display market,” across the full line of Sharp display models. “Our total cost of ownership is industry leading,” he said. “We have that key differentiator, not only in the cost itself, but also in the warranties that we provide ... Over the last five years, we’ve shipped over a quarter million large-format displays. The failure rate on those displays is around a half a percent. What that means is happy customers at higher service margins; that’s what’s it all about in this display business.”

Shifting gears to Sharp’s laptops, “our Dynabooks by Sharp have all the capabilities that today’s B2B customers need,” Quiroz said. “The quality is unmatched. We’re the only PC manufacturer that engineers, tests and builds our own laptops, resulting in some of the lowest failure rates in the industry.”

There is currently an opportunity to “capitalize on the major refresh that’s coming in the notebook space,” Quiroz said. “You’re already the trusted provider for your customers on the document side, which makes adding notebooks just natural.” He noted that,

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globally, there are about 67 million Windows education laptops that will soon be refreshed as a result of the COVID-19 pandemic era, when there was a “rush to go out and get computing capabilities.” With the end of Windows 10 support and what AI is now doing with the requirements for computing capabilities, “you have about another 90 million devices [globally] that will be refreshed,” he said. “So, we’re talking about 157 million devices [globally] that [will be] required to be refreshed over the next 18 months.”

Quiroz closed his presentation by emphasizing that the goal with displays and notebooks is to add “incremental business and growth to your great dealerships.” Sharp’s dealers are “already the consultative sales experts,” he said. “So, these are a couple of new technologies that allow you to add to that ... We’re here whether you need all the help in the world to deliver on an A/V or PC deployment, or if you just want some guidance. But that’s the key and that’s what you’ve heard throughout the entire day today — that Sharp is here, we will be here and we’re here to support you long term.” ■

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