

BTA Fall Colors

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Key Requirements for new solutions

- Market Growth opportunity
- Support infrastructure transition to Cloud
- Take advantage of Hybrid Workforce shift
- Move from transaction business to building a MRR stream
- Greater control over the growth and profitability of their businesses
- Flexible partner programs allowing for non-disruptive transition
- Dealers retain and improve their direct customer relationship
- Limited-risk introduction to existing customers
- Opportunity for competitive take-aways

"Most customers have printers and copiers but everyone has a phone and a computer and a need to communicate in an integrated environment"



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