

What's Happenin' in the Office Equipment Channel

Andy Slawetsky
Industry Analysts, Inc.

January 6, 2022



1

Industry Coverage

- 1.3 Million Page Views In 2021
- 7,800+ views of BTA articles in 2021
- 305,000+ website visitors in 2021
- 600,000+ newsletter reads (2021)
 - Read in 212 countries and territories
- [1,000,000+ views on IATV](#)



Copyright 2022, Distribution Prohibited

2

Today's Agenda

- 2021 Review – Biggest News
- Trends
- Industry Overview
- 2022 Looking Ahead



Copyright 2022, Distribution Prohibited

3

Biggest News 2021

- [Konica Minolta Announces Strategic Changes to Support Customers and Independent Dealer Channel](#)
- [Is Ricoh Leaving Print? A Ricoh Exec Goes On Record](#)
- [No More Photocopies, No More Ink: Thames Valley Schools Run Out of Xerox Toner](#)
- [Konica Minolta US Addresses Toner Factory Fire](#)
- [Dex Imaging Acquires 10 Konica Minolta Direct Dealer Operations](#)



Copyright 2022, Distribution Prohibited

4

Biggest News 2021 Continued

- [Rick Taylor Launches New Company](#)
- [Ricoh US President And CEO Takes New Position](#)
- [Konica Minolta Announces Leadership Changes to Support Digital Transformation Initiatives](#)
- [Xerox Acquires AR Company](#)
- [Xerox Acquires CA Canon Ricoh Office Equipment Dealer](#)



Copyright 2022, Distribution Prohibited

5

Biggest News 2021 Hardware Vendors

- | | |
|----------------------------------|---------------------------|
| • Brother | • Lexmark |
| • Canon | • Muratec |
| • EFL | • Ricoh |
| • Epson | • RISO |
| • HP | • Sharp |
| • Konica Minolta | • Toshiba |
| • Kyocera | • Xerox |



Copyright 2022, Distribution Prohibited

6

Where was Andy 2021?

- BTA Events! [Coronado](#), [Asheville](#), [Orlando](#)
- [ITEX](#)
- [SDG](#)
- [CDA](#)
- [American Co op](#)
- [Hytec](#)
- [POA](#)
- [Putting on the Pink](#)
- [Pros Elite Training](#)
- Jillian Ride
- [Copier Fax Golf Outing](#)
- [Waltz](#), [UTEK](#), [Global Office](#)



Copyright 2022, Distribution Prohibited

7

Imaging Industry Update

Trends



8

2021 Acquisitions - 63

- UBEO (5)
- POA (3)
- Marco
- Visual Edge
- Donnellon McCarthy
- Novatech
- HP (Apogee)
- Xerox
- PSIGEN
- Nuance
- ITC Systems
- Kodak



Copyright 2022, Distribution Prohibited

9

2021 Review

- OEM

- Management Changes
- Konica Minolta Discontinues Muratec
- Toner
- Rumors
 - Ricoh exiting print rumor
 - Canon selling branches
- Supply chain woes
- Toshiba Corp



Copyright 2022, Distribution Prohibited

10

2021 Review

- Dealers

- Work normalized
- Hiring challenges
- Supply chain woes
- Meetings and conferences started back up
- Continued expansion into other areas
 - ECM, MNS, Security, Displays, etc.



Copyright 2022, Distribution Prohibited

11

2022

- Looking Ahead

- Supply Chain Issues/Chips
- Increased Acquisitions
- Consolidation of brands
 - A3 and Software vendors
- Attempts at OEM conferences
- Association meetings
- Dealer service contract pricing challenges?
- Opportunity
 - New products and services
 - Helping customers in today's environment



Copyright 2022, Distribution Prohibited

12

The Office

- **What's in Store?**

- Remote work continues for immediate future
- Customers partially came back in 2021. And, 2022?
- Will they ever come back?
- **OPPORTUNITY**
Customers need ability to operate fully remote



Copyright 2022, Distribution Prohibited

13

2022

- **Next 12 months**

- Virus will continue to disrupt business
- Chip shortage drags on
 - Creativity from hardware OEMs? Sharp
- Supply chain will continue to be an issue for foreseeable future
 - Changes in buying and selling habits?
- Acquisitions will increase



Copyright 2022, Distribution Prohibited

14