

What's Happenin' in the Office Equipment Channel

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Industry Coverage

- 1.3 Million Page Views In 2020
- 900 views of BTA articles in 2020
- 600,000+ newsletter reads (2020)
 - Read in 218 countries and territories
- [1,000,000+ views on IATV](#)



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Today's Agenda

- Review of top articles by brand in 2020
- 2020 Discussion
 - How are dealers doing
 - How are OEMs and dealer partners helping?
 - Trends
- 2021 – What's in Store?
- What can OEM's and dealer partners do better?



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What's Happenin' – Biggest News '20

- [Ricoh Leasing Shares Acquired By Leasing Company](#) – 14,427 Page Views
- [2020 Acquisitions \(page sponsored by DEX\)](#) – 9,017 Page Views
- [Konica Minolta/All Covered Acquires Depth Security](#) – 7,594 Page Views
- [Xerox Launches Website Dedicated to HP Acquisition](#) – 6,964 Page Views
- [HP Responds To Xerox Board Meddling](#) – 6,952 Page Views
- [Konica Minolta Launches All New Flagship Color A3 MFP bizhub C750i](#) – 6,931 Page Views
- [OKI Data To Stop Selling Printers In North, Central and South America](#) – 6,518 Page Views
- [COVID-19 UPDATE with Rick Taylor, President and CEO of Konica Minolta US](#) – 5,993 Page Views
- [Konica Minolta and Google Partner](#) – 5,228 Page Views
- [Kyocera Acquires Pennsylvania Dealer](#) – 4,827 Page Views



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What's Happenin' – Biggest News '20

- **Canon Executive Video Interviews**

- Coming Soon!

- Top 5 Canon articles on our website that visitors read in 2020

- [Canon to Cut Ties with HP if Xerox Takes Over](#)
- [Canon U.S.A. Ranked #1 Market Share Position in All U.S. A3 Laser MFP Segments in 2019](#)
- [Create and Print Informational COVID-19 Related Signage Through Canon's PosterArtist Software and ImagePROGRAF Large Format Printers](#)
- [Canon Authorizes Toshiba Xerox Imaging Dealer In Georgia](#)
- [Canon U.S.A. Chairman and CEO Yoroku Adachi Retiring, Osawa Takes Over](#)



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What's Happenin' – Biggest News '20

- **HP Executive Video Interviews**

- [COVID-19 UPDATE with HP President Printing and Imaging Tuan Tran](#)
- [HP Update: Amplify, Cloud Solutions, Microsoft Integration and More](#)
- [Work at Home Tips From HP Execs!](#)

- Top 5 HP articles on our website that visitors read in 2020

- [HP Responds To Xerox Board Meddling](#)
- [HP Disrupts Print Industry; Staples First To Offer HP+](#)
- [HP Board again Rejects Xerox's \\$33 Billion Takeover Bid](#)
- [HP Says Big Buyback Could Be Alternative to Xerox Takeover Bid](#)
- [HP Quits Facebook](#)



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What's Happenin' – Biggest News '20

- **Konica Minolta Executive Video Interviews**
 - [COVID-19 UPDATE with Rick Taylor, President and CEO of Konica Minolta US.](#)
 - [What's Happenin' at Konica Minolta? End of Year Interview With Rick Taylor, President and CEO.](#)
 - [Konica Minolta's Laura Blackmer Talks COVID, Dealers And The Future.](#)
 - [New SVP Dino Paolarello Talks Training, Demos and What's Happenin' at Konica Minolta.](#)
 - [Introducing Konica Minolta's Newest VP: A What's Happenin' Chat With Phil Boatman.](#)
 - [How Is All Covered and Konica Minolta Handling Customer IT Requirements During The Pandemic?](#)
- **Top 5 Konica Minolta articles on our website that visitors read in 2020**
 - [Konica Minolta Launches All New Flagship Color A3 MFP bizhub C750i.](#)
 - [COVID-19 UPDATE with Rick Taylor, President and CEO of Konica Minolta US.](#)
 - [Konica Minolta and Google Partner.](#)
 - [Konica Minolta Announces Leadership Changes To Drive Business Transformation.](#)
 - [Konica Minolta Announces Partnership with Future Ready Schools.](#)



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What's Happenin' – Biggest News '20

- **Kyocera Executive Video Interview**
 - [Kyocera Americas President and CEO Oscar Sanchez Chats About COVID-19](#)
 - [Kyocera's Groundbreaking High Speed Inkjet Press. My First Look.](#)
- **Top 5 Kyocera articles on our website that visitors read in 2020**
 - [Kyocera Acquires Pennsylvania Dealer.](#)
 - [KYOCERA to Acquire Japan-Based Showa Optronics Co., Ltd. to Strengthen Optical Components Business.](#)
 - [Kyocera Ends Furlough and Temp Pay Cuts; Also Small Reduction In Headcount.](#)
 - [Kyocera Reimagines Printing by Entering Inkjet Production Print Market with the TASKalfa Pro 15000c.](#)
 - [Kyocera Acquires Electronics Manufacturer.](#)



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What's Happenin' – Biggest News '20

- Ricoh Executive Video Interviews
 - [What's Happenin' With Ricoh Dealers? An Interview With VP Jim Coriddi](#)
 - [What's Happenin' with Ricoh Production Print](#)
 - [What's Happenin' at Ricoh? A fast new MFP, COVID observations and a chat with Steve Burger](#)
 - [Year End Review: What's Happenin' with Ricoh](#)
 - [What's Happenin' With Jen Healy And Ricoh's Big Cloud Announcement](#)
- Top 5 Ricoh articles on our website that visitors read in 2020
 - [Ricoh Leasing Shares Acquired By Leasing Company](#)
 - [Ricoh Sends COVID-19 Letter to Customers](#)
 - [IDC Says Ricoh Is A Leader](#)
 - [Anajet, Inc. to merge into Ricoh Printing Systems America, Inc. on June 1, 2020](#)
 - [A Chat With Jim Coriddi Of Ricoh: COVID-19, Face Masks and Dealers](#)



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What's Happenin' – Biggest News '20

- Sharp Executive Video Interviews
 - [COVID-19: A New Job Vacancy and What's Happenin' at Sharp Electronics](#)
 - [Sharp, Covid, Chicago and More: A What's Happenin' Interview with SVP John Sheehan](#)
 - [What's Happenin' At Sharp? New MFPs, Printers, Desks and More](#)
 - [Yehon Ginzberg Talks Tom Bruf, Windows Collaborations, Displays And All Things Sharp](#)
 - [Sharp's Sandra Marzillo On Training, Collaborations and COVID-19](#)
 - [What's Happenin' With Sharp Electronics: 2020 Review and What's In Store For 2021](#)
 - [COVID-19 Update From Sharp Australia Dealer](#)
- Top 5 Sharp articles on our website that visitors read in 2020
 - [Sharp Completes Acquisition of NEC America Displays](#)
 - [Sharp Wins 14 Awards](#)
 - [Sharp Plasmacluster Technology Reduces Airborne Coronavirus](#)
 - [Sharp Acquires Ace Office Solutions](#)
 - [Sharp Acquires Remainder of Toshiba Laptop Business](#)



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What's Happenin' – Biggest News '20

- Toshiba Executive Video Interviews
 - [COVID-19 Interview with Toshiba COO Larry White](#)
 - [What's Happenin With Toshiba's New A4 Color MFPs](#)
- Top 5 Toshiba articles on our website that visitors read in 2020
 - [Toshiba's Steve Sauer Promoted To President Toshiba Business Solutions](#)
 - [Toshiba's Scott Maccabe Hands Off Some President and CEO Duties](#)
 - [Toshiba Elevates Larry White to Chief Operating Officer](#)
 - [Toshiba's e-STUDIO™330AC/400AC Series Revealed](#)
 - [What's Happenin With Toshiba's New A4 Color MFPs](#)



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What's Happenin' – Biggest News '20

- Xerox Executive Video Interview
 - [COVID-19 Interview With Xerox's Mike Feldman](#)
- Top 5 Xerox articles on our website that visitors read in 2020
 - [Xerox Acquires Altodigital and ITEC Connect. Expanding SMB Reach in Europe](#)
 - [Xerox Acquires Digitex Canada. Grows Presence in North America SMB Market](#)
 - [Xerox Secures Funds – \\$24B for HP Acquisition](#)
 - [Xerox Releases Second-Quarter Results](#)
 - [Xerox Agents and Velocity Channels Get New Boss](#)




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2020

- OEMs
- Dealers
- Industry



- OEMs struggling, but most hanging in there
 - Furloughs, layoffs
- Shipments way down
- Print volume down
- IT up, training up, webinars, etc.
- “Coronavirus Numbers”
- OKI out
- Panasonic out
- More to come in 2021

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2020

- OEMs
- Dealers
- Industry



- Dealers doing better than expected
 - Furloughs, layoffs
 - Cut early and deep
 - PPP loans
- A3 placements way down
- Print volume down
 - Many dealers protected through minimum volume contracts
- Acquisitions slowed

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2020

- OEMs
- Dealers
- Industry



- Remote working
- Customers and employees
- New opportunities
 - PPE
 - Temp scanners
 - IT
- Remote workers
- Collaboration
- A3/A4

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2021 Looking Ahead

- OEMs
- Dealers
- Industry



- Continued development of online training and demo programs
- Downsizing
- Acquisitions
- Consolidation of brands
 - A3
 - Software vendors
- No conferences
- Xerox/Fuji

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2021 Looking Ahead

- OEMs
- **Dealers**
- Industry



- Increased acquisitions from 2020
- Increased shift to A4 and other non A3 products
- Dealers will do better in 2021 than 2020, but not back to old numbers by any stretch
- Continued exploration of alternative products
 - PPE, temperature scanners, IT, collaboration products, etc.

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2021 Looking Ahead

- OEMs
- Dealers
- **Industry**



- A3 still slow
- Increased attention to alternative pricing programs
- Shift continues to A4
 - Home printers
- Technology bundles offered by some OEMs
- Significant print management opportunities
 - Remote workers, Google's exit, Microsoft UPD, etc.

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2021

- OEM Feedback from dealers

- OEMs have been “quite helpful”
- Excellent marks on sales training
- Good incentive programs to try and get customers to move instead of deferring
- Would like more programs
 - Sales rep CC programs were mentioned
 - Creative sales incentive programs



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Ahead?

- What's Happenin' and what can we expect?

- VC Fire sale
- Increased acquisitions
- OEM consolidation
- A period of great opportunity
 - New products
 - Print management
 - Remote workers
 - Google Cloud Print Ended in Dec.
 - Microsoft Universal Print
- Continued overuse of the words “the new normal,” “flexibility” and “uncertain times”



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Future Office

- What's in Store?

- Remote work for immediate future
- Gradual return to office for majority of population beginning 2022
 - Companies will want ability to go fully remote, but employees will be in offices
 - Missing instant accountability/help
 - Losing corporate culture



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Conclusion

- Some history

- The last great global pandemic was 1918-1920
 - No vaccine
 - Comparatively limited medicine
- BTA began in 1926, shortly after
- Who's ready for our Roaring '20s?



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