

# Changing Your Mental Models

The World Around Our Business Is Changing  
Our “Model” Of How To Do The Business Must  
Change

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ALL PARTNERS AGREE**SHARP****Alliance**  
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# Changing Your Mental Models

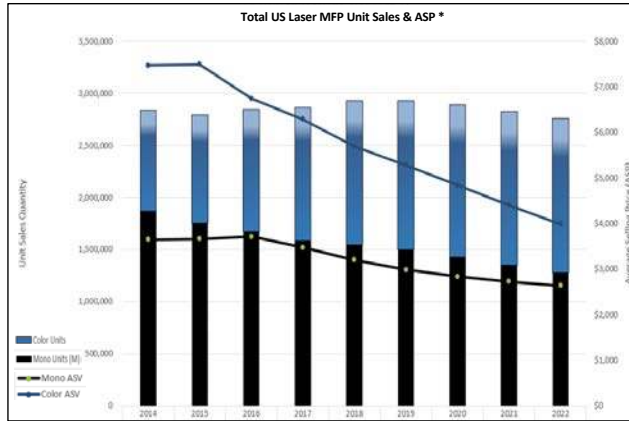
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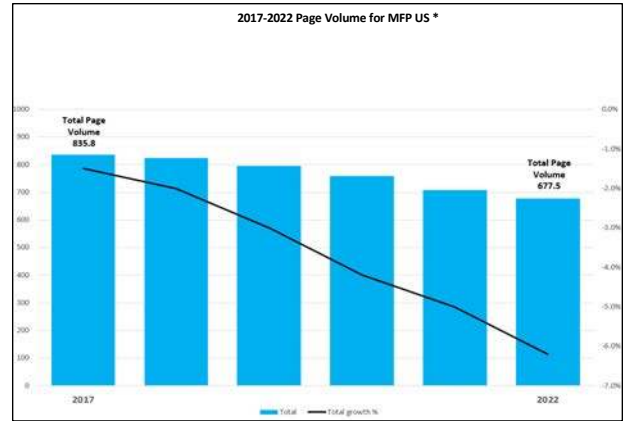
A **mental model** is an explanation of someone's [thought](#) process about how something works in the real world. It is a representation of the surrounding world, the relationships between its various parts and a person's intuitive perception about his or her own acts and their consequences. Mental models can help shape [behaviour](#) and set an approach to solving problems (similar to a personal [algorithm](#)) and doing tasks

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# AVAILABLE REVENUE SHRINKING



\* Source: IDC, US MFP Forecast, 2018-2022, IDC doc # US43775518



\* Source: IDC, US MFP Page Volume Forecast, 2018-2022, IDC doc # US44315018, September 2018

**The Units are Declining, the Pages are Declining,  
But at least the Price is Declining**

**SHARP**



## dis·rupt

/dis'rupt/

Verb

1. Interrupt (an event, activity, or process) by causing a disturbance or problem.
2. Drastically alter or destroy the structure of (something).

Synonyms

sever

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## CURRENT THINKING ON “DISRUPTION”



MPS



MNS



Flat Rate Billing



Seat Based  
Billing

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## What Business Are We In?



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## Information Sharing



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## Adjusting the Mental Model

Information Sharing Vs. Hard Copy or Prints

New Competitive Threats

Consumption Models

User Requirements and Changes

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# Landscape Changes



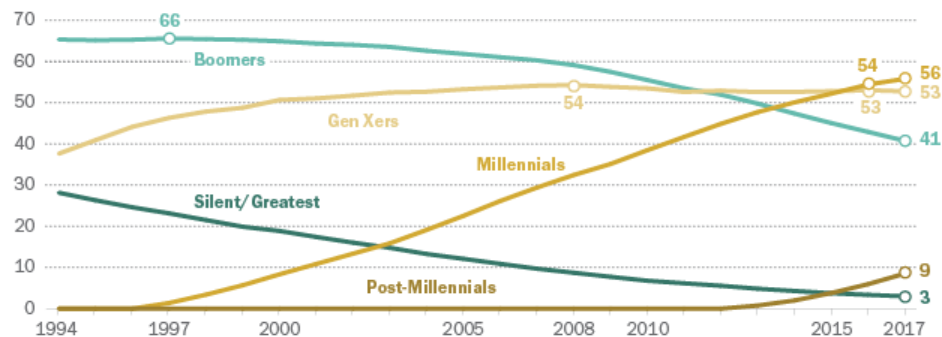
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## Office Customer is Changing

**Millennials became the largest generation in the labor force in 2016**

*U.S. labor force, in millions*



Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown.  
Source: Pew Research Center analysis of monthly 1994-2017 Current Population Survey (IPUMS).

PEW RESEARCH CENTER

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# Office Environments Are Changing

Fluid Workspaces



Hoteling: Shared/Work Space



Home Office – Remote Workers



Creative/Informal Work Space



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# Competitive Threats



Document Dealer



VAR



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## Billion Dollar MPS & Print Business



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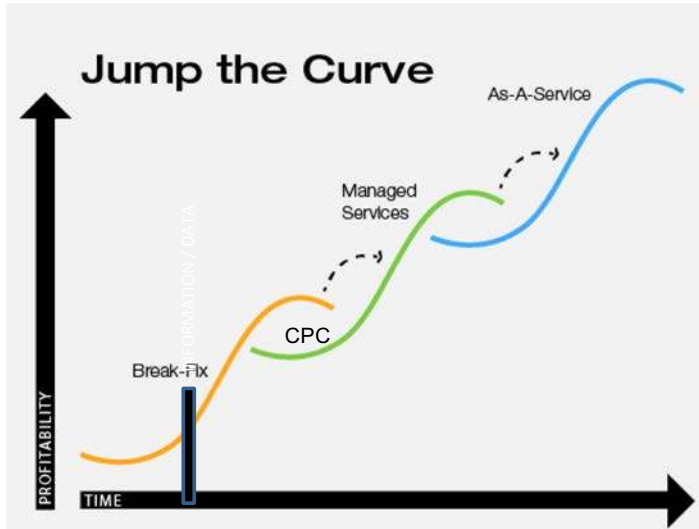
## Our “Customer” Use is Changing

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# Rethinking the Business We Are In



Seat  
Based  
Billing +



MNS



MPS



CPC

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## We Have to Break the Model

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# amazon

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## Amazon's Impressive Long-Term Growth

Amazon's revenue and net income from 1997 through 2017 (in billion U.S. dollars)



Each of Last Two  
Years Growth:  
More than Sharp,  
Ricoh, Konica

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Gone



RadioShack.

sears

Brookstone®

SHARP

Alliance

amazon books  
amazon

amazon.com  
Prime

amazon  
prime music

amazon  
video

amazon advertising

amazon  
web services

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## Our Position is Comparable

- We KNOW our customers!
- We know their Workflow.
- We already have a Service Organization.
- We already have Monthly Billing Infrastructure.
- We already have Monitoring.



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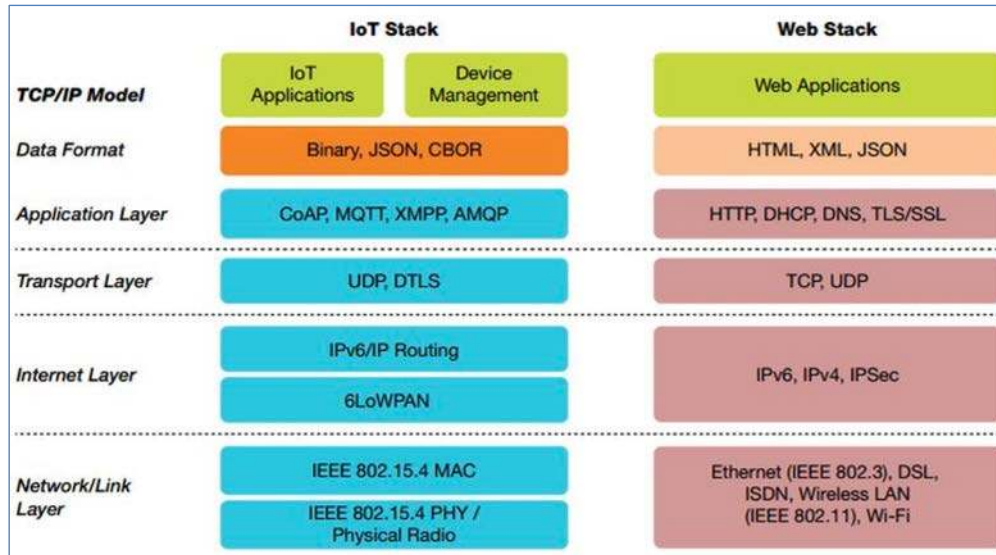
## Technology is Integrated



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## IoT Protocols make it possible (But Hard)!



## What is Our “Subscription”

**amazon.com**  
*Prime*



# CAPTURE IT SPEND – EXPAND DOMAIN



MPS

Flat Rate  
Billing

Simplified  
Billing Program



MNS

Subscription  
Usage of IT via  
Software  
Functionality


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## Office TechSuite

**Stuff We Can Offer**

**Bundles**

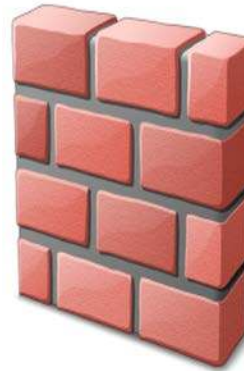
**Stuff SMB Needs**

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## Block Others Access to the Customer



Document Dealer



VAR



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## New Business Model Concepts

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# Radical Change in What We Do!

## Functional Product

- ▶ Traditional Hardware
- ▶ Hardware Enhancements
- ▶ IOT / AIOT
- ▶ Software Services
- ▶ Software Integrations

## Business Process

- ▶ Selling Process
- ▶ Accounting Process
- ▶ Operational Process
- ▶ Technical Skill Sets

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## MANAGE INFORMATION / COLLABORATION



MPS



Flat Rate  
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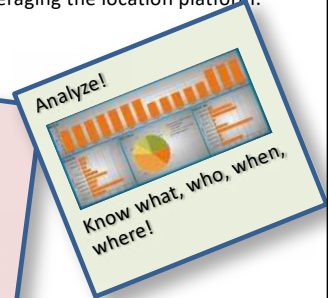


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## Follow Me Work

Workplace facilitator for medium-sized businesses. In a secure Cloud, provide efficient workplace experiences for all employees, and actionable insights for management.



### This Optimized Workplace Experience ...

- App based Convenience of Single Sign On across services
- Show your content on virtually any screen throughout your workplace
- Find and collaborate with colleagues just about anywhere,
- Keeps your hot content handy,
- Supports Sharp or 3<sup>rd</sup> party services leveraging the location platform.

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## Smart Office: Sharp's Vision

Transforming office technology beyond hardware and create a better flow of information.

Hardware	MFP/PTR	Display	Computers	Network	Accessories
Software	Functional Applications Across HW			MNS / MPS	
Business model	Infrastructure to support new business model				
	From "Unit sell / price comp" to "bundle & monthly billing"				
	Service platform to maximize user utility and experience				

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# WINDOWS COLLABORATION



Microsoft

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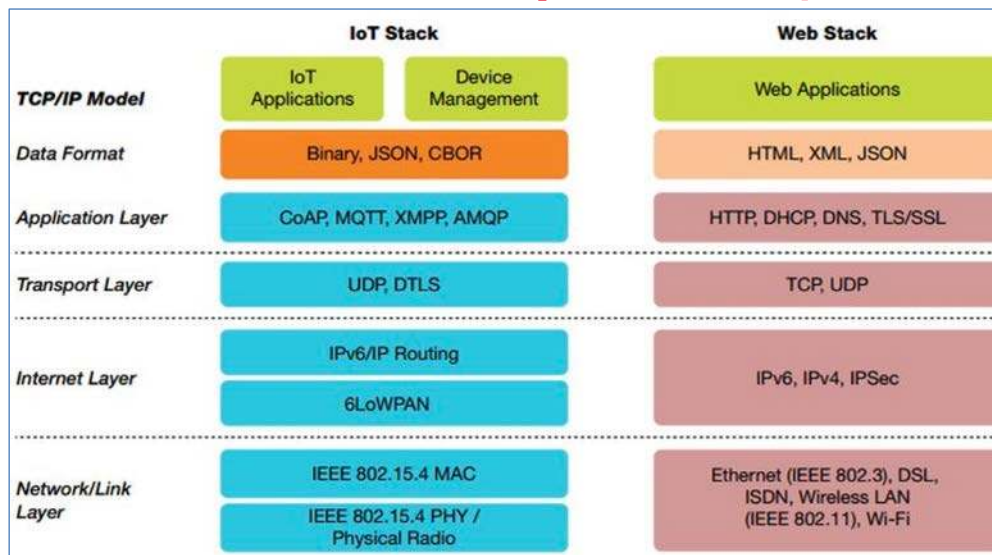
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## IoT Protocols make it possible (But Hard)!



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Sharp Confidential – Not for Distribution

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## Technology is Integrated



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## What I Would Do

- ▶ Adjust the Mental Model you have of your Business.
- ▶ Are you in the “Clicks” business?
- ▶ Are you in the Information Business
- ▶ Are you in the Office Productivity Business

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## What I Would Do

Get involved with MPS



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## What I Would Do

**TechData**

**INCRAM** MICRO



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## What I Would Do

### Embrace Millennials



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## Thank You

Questions?

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