How To Thrive in a Post-Pandemic Print Industry

Adapt your channel to a more complex world

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Businesses are rethinking workspaces

60% *of dealers say their customers are actively planning to change their print environment.*

55% *of resellers stated A4 all-in-one devices were in high demand for WFH users*

› Offices will downsize the total number of devices
› Shifting from centralized print to distributed print
› Hybrid work shifts demand from A3 to A4 MFPs
› Cost, reliability, and managed services are key purchase drivers

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B2B buyers look more like consumers every year

80% *of B2B sales interactions will be digital by 2025*

- ◆ Cross-functional
- ◆ Self-driven
- ◆ Digital first
- ◆ eCommerce

Initial Purchase
Growth & Retention
Additional Purchases

DISCOVER
EXPLORE
ENGAGE
ASK
BUY
USE

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Dealer diversification is the key to growth

48% *of office equipment dealers say they are likely to acquire in the next year.*

50% *of resellers added new brands to their portfolio over the past year.*

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IT services and cloud solutions stand out

Q: Have you added any of the following items due to the pandemic?

- IT Services (networking, desktop as a...
- Cloud Solutions
- High speed or Desktop Single Function...
- Cyber Security Solutions for home workers
- Fully Equipped Meeting Room Technology
- Projection Systems (projectors)
- Displays/Monitors, PCs, Laptops
- Security Solutions/Cameras
- Batch/bulk Scanning and Archive
- Document/Content Management
- Meeting Room Display
- Digital Mailroom

■ IT Resellers
■ OED

0% 10% 20% 30% 40% 50% 60%

- ◆ The "new normal" will require businesses to invest more in:
  - › Cloud solutions for nearly everything
  - › Communication & collaboration
  - › Tighter security protocols
  - › Managed services

N = 309
Source: US OG Channel 2021

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Recommendations

- ◆ Adapt to the remote work model – it's here to stay.
- ◆ Develop a digital channel strategy now.
- ◆ Plan for growth in adjacent product categories.
- ◆ Expand your reach through reseller partnerships.
- ◆ Package your offerings into a portfolio of managed services.

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Peer Insights with Kevin DeYoung

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Kevin DeYoung, President & CEO

QualPath

QualPath provides office automation equipment, including multifunctional copiers, printers, scanners and faxes from leading manufacturers and the latest software and integrated business systems that connect it all together.

– Increase Productivity
– Focus on What Matters
– Unencumbered Workflows
– Award Winning Results

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Introducing UVERCE™

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Grow Your Business with UVERCE™

- **UVERCE™ is a cloud-based B2B eCommerce & Sales Enablement platform that delivers …**

    › a comprehensive and comparative product catalog

    › a virtual communication capability connecting your sales team with customers

    › an easy-to-use, complete eCommerce experience

    … integrated into your existing website for a turn-key and maintenance-free solution

- **UVERCE™ gives you the power to**

    › Transform your website into a differentiated research hub

    › Improve sales efficiency

    › Engage and sell to digitally-oriented buyers

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