



#### President

Don Risser  
DCS Technologies Corp.  
Franklin, Ohio  
don.risser@dcs-tech.com

#### President-Elect

Adam Gregory  
Advanced Business Solutions LLC  
St. Augustine, Florida  
adam@goabsinc.com

#### Vice President

Debra Dennis  
CopyPro Inc.  
Greenville, North Carolina  
ddennis@copypro.net

#### Immediate Past President

David Polimeni  
RITE Technology  
Sarasota, Florida  
dpolimeni@ritefl.com

#### BTA East

Mike Boyle  
BASE Technologies Inc.  
Bethel, Connecticut  
mboyle@baseinc.com  
Joe Dellaposta  
Doing Better Business  
Hagerstown, Maryland  
jvd@doingbetterbusiness.com

#### BTA Mid-America

Brantly Fowler  
Zeno Office Solutions Inc.  
Midland, Texas  
bfowler@zenotx.com  
Greg Quirk  
JQ Office Equipment  
Omaha, Nebraska  
gquirk@jqoffice.com

#### BTA Southeast

Jim Buck  
Carolina Business Equipment Inc.  
Columbia, South Carolina  
jimb@cbesc.com  
Mike Hicks  
Electronic Business Machines Inc.  
Lexington, Kentucky  
mhicks@ebmky.com

#### BTA West

Mike McGuirk  
ProCopy Office Solutions Inc.  
Mesa, Arizona  
mmcguirk@procopyoffice.com  
Kevin Marshall  
Copy Link Inc.  
Chula Vista, California  
kevin@copylink.net

#### Ex-Officio/General Counsel

Robert C. Goldberg  
Schoenberg Finkel Beederman Bell & Glazer LLC  
Chicago, Illinois  
robert.goldberg@sfbbg.com

# Manufacturers Share Forecasts for 2024

What opportunities are you looking at in the coming year? What strategies are you planning to apply to find success with those opportunities? Every year, Office Technology magazine asks representatives of the industry's manufacturers to address similar questions for our December issue. Specifically, they were asked the following questions:



data, analytics and cloud services; digital transformation; hybrid work; and the importance of device and network security. One particularly important thread weaved through the majority of the forecasts: the need to focus on the customer. Here are some excerpts from the forecasts:

■ **Brother:** "... A dealership that wants to thrive and not simply survive will be flexible, focused, innovative and, most importantly, have a deep understanding of its customers' needs and be committed to going the extra mile."

■ **Epson:** "Success starts with cultivating relationships with customers, problem solving and providing solutions to overcome specific challenges."

■ **Kyocera:** "Success in 2024 hinges on embracing a customer-centric approach. Dealerships need to tailor their strategies to focus on understanding and meeting the specific needs of their clients."

■ **Lexmark:** "A customer-centric approach and deep industry expertise will set dealerships apart from their competitors with targeted solutions that understand industry nuances and address specific pain points."

■ **Sharp:** "The dealers who prosper will do so by doing what they do best — providing excellent service to their customers."

■ **Xerox:** "Focus on the basics, stay in touch — and not just when the lease is up for renewal — and understand client pain points. Those who see client retention as job number one are best positioned for success in the coming year and beyond."

While the industry forecast feature is lengthy, I encourage you to read through all of the submissions and take notes on some action items you may be able to apply in your dealership. I wish you success and profitability as you take advantage of the coming year's opportunities. ■

— Don Risser

(1) What do you believe will be the primary market and product opportunities for dealers in the new year in terms of helping to optimize the business conducted by their dealerships and better ensure a prosperous future? What are the best strategies for dealerships in pursuing these opportunities?

(2) What will be the most significant challenges dealers will face in 2024 and how can they best address them?

(3) What notable changes in demand/needs/expectations for office technology do you anticipate from end users in 2024?

(4) What do you see as the characteristics of the office technology dealership that is best positioned for success in 2024?

For the 2024 industry forecast feature, which begins on page 10, we received 11 submissions from representatives of the industry's manufacturers. I'd like to give a heartfelt "thank you" to the participating manufacturers — all of which are Business Technology Association (BTA) members — for their willingness to respond and set the dealer community up for success in 2024.

Within this year's forecasts, there are some common themes: customers choosing A4 over A3 devices; increasing opportunities within production print; the expansion of the use of artificial intelligence (AI), the Internet of Things (IoT), big