



What Opportunities Do You See in 2024?

In this month's cover story, we asked Business Technology Association (BTA) dealer members their opinions on the greatest opportunities and strategies for success in the year ahead. Responses from three dealers appear below. For additional responses, see page 10.



Opportunities: Output devices will continue to be a need in the office infrastructure, but in a diminishing factor. Expanding your portfolio to services, including IT services focused on cybersecurity, firewalls, endpoint virus/data protection, Microsoft 365 and VoIP phone solutions are areas that will always be value adds. We would also mention document management. Whether you choose SharePoint or DocuWare, these solutions bring information to end users regardless of if they are working in the office or remotely. Whichever you choose, make sure you are dedicated to those solutions and you see the benefits they bring to your organization, as well as the value they bring to your customers.

Strategies: Hands down, the best plan is face-to-face meetings. These can be quarterly account reviews or "thought-of-you" moments that lead to conversations to determine pain points, areas of interest and/or needs. Social media is another great vehicle to spread your offerings to more of the masses, as well as quarterly shows showcasing success stories, new solutions and the latest trends within the industry. In-house shows are also great for the customer, as they allow for networking, listening to other companies' struggles, learning how they overcame them and seeing how their solutions provider can help them overcome or redirect them from having these issues. — *Chris Styles, director of solution sales, and Curtis Arrowhead, service manager, Plus Inc., Greenville, South Carolina*

Opportunities: There are a number of opportunities if you know how to look. It all starts with listening to customers and finding out what they need. If what they tell you is something you think you can provide profitably, you've just found another revenue stream. One option that might not come to mind immediately but could be a good add-on is the electric vehicle (EV) charger. There is opportunity for recurring revenue, as these chargers need to be updated with software. Another opportunity for dealers is to "lease" their conference facilities to groups in need of temporary space that don't want to incur the expense of a continual rental. Our expansion beyond MPS began with managed network services/IT, which is a very logical expansion because it allows dealerships to meet the additional technological needs of their clients. Outdoor surveillance camera systems may be a good add-on, as well as public address systems. And we shouldn't overlook the emerging technology of robotics, which could have a number of applications in the workforce.

Strategies: Find one additional area for revenue, focus on it and go all in. Put your efforts into one area as opposed to trying to pay limited attention to a number of potential opportunities. Be sure to develop a plan for how to be successful, otherwise it won't work. — *Chip Miceli, CEO, Pulse Technology, Schaumburg, Illinois*

Opportunities: Upgrading networks, including office equipment, AI cameras, faster fiber cable internet and software.

Strategies: Building and/or partnering with an IT company to provide these upgrades is a must. Showing customers the importance of cybersecurity, along with all security aspects. — *Dan Castaneda, general manager, International Copy Machine Center, El Paso, Texas* ■

— Brent Hoskins

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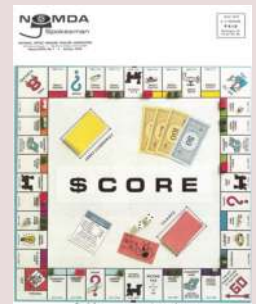
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FLASHBACK



The association's magazine cover 48 years ago this month — the NOMDA Spokesman, January 1976.