



# Value-Added Offerings

## What products & services have been most successful?

Compiled by: Brent Hoskins, Office Technology Magazine

Following is a question submitted by a dealer member as part of BTA's Dealers Helping Dealers resource and many of the answers received. These answers and others can be found in the members-only section of the BTA website. Visit [www.bta.org/DealersHelpingDealers](http://www.bta.org/DealersHelpingDealers). You will need your username and password to access this member resource.



**Besides traditional MFPs, desktop printers and MPS, what other value-added offerings (e.g., IT, VoIP, water, document management, etc.) have been most successful for you? Why?**

"Network services allow you to get a foot in the door to expand offerings. We acquired a sign company to complement digital message center offerings."

*Dean Carlile, president*

*Adams Remco, South Bend, Indiana*

"We have been doing DMS [document management software] and VoIP for years, and have also diversified into our print business offering marketing solutions, trade show and signage, and promotional products for our clients or potential clients."

*Van Seretis, president*

*Premium Digital Office Solutions, Parsippany, New Jersey*

"Document management and cloud-based services have worked the best for us. These are easy to discuss since the integration is a part of the MFP itself. It is an easier talk track for the salespeople."

*Kecia Caughey, vice president of sales and general manager*

*South Coast Copy Systems, San Diego, California*

"We added managed IT services about five years ago and have found success in IT and finding new MFPs within IT accounts. It has opened doors to wide-format printing and water solutions as well."

*Gil Gastelum, vice president of managed services*

*Coast to Coast Business Equipment Inc., Irvine, California*

"Smart lockers. We partnered with Luxer One and we are just beginning the ramp up. We are going after multifamily

(i.e., apartment complexes) and commercial (e.g., hospitals, schools, campus settings, etc.) locations. We believe this is a good model for us due to the service side after installation. It is recurring revenue."

*Cody Webster, general manager*

*JQ Office, Omaha, Nebraska*

"We added network support for our devices about four years ago. That has added about 5% to our gross revenue and operates at the same profitability as MFP service. We also added VoIP about a year-and-a-half ago. We partnered with Intermedia and do billing in-house for better profitability. VoIP is nice since there is very little post-sale service required."

*Michael DelBorrello, owner*

*Cyan Sky Copier Technologies, Schnecksville, Pennsylvania*

"We are about as diversified as you can get. I don't see how you can stay in this industry long term without having IT. Production print has been a real winner for us. VoIP has been an incredible add-on. We just added Xante flatbed printers and Zebra [products], and are authorized on both."

*David Carson, president*

*Plus Inc., Greenville, South Carolina*

"We added an IT department two years ago and it has been very successful. It sells VoIP, whiteboards and software, and we have an in-house help desk for customers."

*Dana Johnston, controller*

*CPI Technologies, Springfield, Missouri*

"IT, VoIP and document management. These are great add-ons to the business we are in."

*Chad Carey, purchasing manager*

*Coordinated Business Systems, Burnsville, Minnesota*

"Document management, but it does seem to be causing a decline in overall clicks as we convert more customers to using software."

*Juan Maldonado, vice president of service*

*UBEO, San Antonio, Texas ■*

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