

# 2018 Industry Forecast

Manufacturers look to the year ahead



**Key Vertical Markets**  
**Sexual Harassment**  
**Strategic Sales**



# 2018 Industry Forecast

## Manufacturers look to the year ahead

Compiled by: Brent Hoskins, Office Technology Magazine

**W**hat will be the greatest opportunities in the new year? To find the answers, Office Technology magazine asked 11 MFP and printer manufacturers to share their expectations for 2018. Perhaps the insight shared will help you better position your dealership for success.

Each of the contributors was asked to address the following questions in essay form: What do you believe will be the greatest market and product opportunities for dealers in 2018? What are the best sales and marketing strategies for dealerships in pursuing these opportunities? What will be the most significant challenges dealers will face in 2018 and how can they best address them? What notable changes in demand/needs/expectations do you anticipate from end users in 2018? What do you see as the characteristics of the office technology dealership that is best positioned for success in 2018? Following are their responses.



**Ricoh USA Inc.**  
Jim Coriddi, Vice President,  
Dealer Division

Change is the one constant companies have been discussing in recent years. The commonly discussed factors driving this throughout the industry are clear: reduced print volumes, lower margins and product



commoditization.

There is also a great deal of opportunity and, in 2018, we will see who truly has the courage to change.

Savvy companies will put a greater reliance on their dealer networks. Three elements are essential for making this business model successful: (1) Having deep partnerships and developing strategic plans with dealers; (2) Increasing investments in dealers to help them grow their businesses; and (3) Ongoing collaboration with dealers to address shifting market conditions.

At the end of the day, having a successful business is about understanding your customers' needs. Dealers know this better than anyone. They have strong relationships with their customers and are strengthening them by providing increased offerings, including collaborative technologies and services. They will also continue to enhance how they run their businesses and help customers with predictive analytics, remote support and other smart technologies.

Embracing change is about embracing opportunity. With the strongest dealer network in the industry, we are excited about 2018. ■