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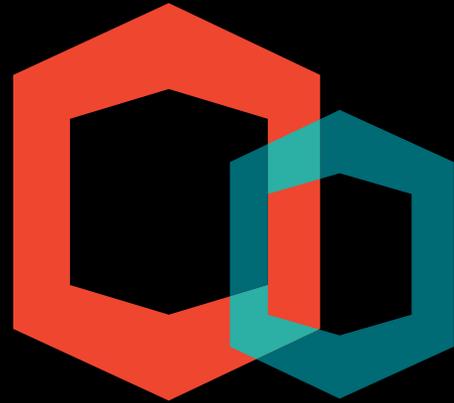
## THE KIDS ARE ALRIGHT

The Young Influencers of 2016 PAGE 23

*Featuring:*  
Sarah Custer  
Andrew Dixon  
Nick Leko  
Priscilla Lopez  
Maegan Lujan  
Danielle Maldonado  
Lori Mattingly  
Casey O'Hara  
Angela Onstine  
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*...and more*



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# This Month

## THE KIDS ARE ALRIGHT

### The Young Influencers of 2016

#### COVER STORY

##### 23 | The Kids Are Alright

Sarah Custer, Andrew Dixon, Nick Leko, Priscilla Lopez, Maegan Lujan, Danielle Maldonado, Lori Mattingly, Casey O'Hara, Angela Onstine, and Dan Rickert Share Leadership Insights Across Various Industry Segments

#### FEATURES

##### 16 | KYOCERA Picks Up Speed

Manufacturer's New Fiscal Year on the Fast Track with 31 New Products and Numerous Apps

#### DEPARTMENTS

##### 6 | On the Record • From the Publisher's Desk

No. 1: The Kids Are Alright  
The Cannata Report Launches and Expands 3rd Annual Young Influencers Issue with Support of ACDI

##### 12 | Japanese Headlines

Printing by Numbers  
Summing Up the Latest Fiscal Year Results for Canon, KYOCERA, Fuji/Xerox, and Ricoh

##### 45 | NEW The Contrarian

Millennial Madness  
Terms Like Millennials and Baby Boomers Merely Convenient Lens Through Which We View People



#### Industry Awards, Acknowledgments & Sightings

8 • Atlantic's Adam Weiss Honored by BCW as One of 2016's 'Forty under Forty' Rising Stars

*"It's healthy to hear 'no' on a daily basis. It means you're taking risks."*

#### –Jon Borris, 39

Senior VP, pop promotion, Columbia Records, as quoted in *Billboard's* "40 Under 40: Music's Top Power Players Revealed," September 24, 2015

#### 47 | NEW Social Networking with...

Copier Fax Business Technologies' David Scibetta

#### 50 | On the Road

GreatAmerica adds Third Sales Simplicity Seminar Due to Popular Demand

#### 50 | Up Next

The Cannata Report prepares to unveil The Women Influencers of 2016 in photos and on video

#### SPECIAL FEATURE

##### Industrial Imaging

drupa  
2016  
PAGE 33



#### 34 • Imaging Makeover

Overall Print Market Shows Strong Signs of Shifting from Artistic to Manufacturing Process

#### 40 • Packaging the Future of Print

Inkjet, High-Speed Versatility, Corrugated Substrates, Latex, Labeling, and JETvarnish Dominate World's Premier Print Show

#### 44 • Navigating the Future

Take a Closer Look at Where Manufacturers Are Making Their Most Significant Investments

8 • 2016 BTA National Conference and BTA at 90: A Celebration Attracts over 250 Attendees

10 • SDG Announces \$20,000 Donation to Bob Goldberg Scholarship Fund During BTA at 90



# THIS MONTH ON

[thecannatareport.com](http://thecannatareport.com)

## VIDEO



### Dino Pagliarello Featured on "Office Spaces"

Konica Minolta Business Solutions U.S.A. Inc.'s VP, Product Management and Planning Dino Pagliarello was featured on the June 20 episode of "Office Spaces" where he helped create a more flexible, efficient office environment. Hosted by acclaimed Interior Designer Kalyn Rothaus, the new reality series innovates offices for the future. "Office Spaces" airs on Lifetime Television at 7AM ET/PT.

## EVENTS



drupa 2016: A Photographic Essay



BTA's Past and Present Shine in Kansas City

## TRIBUTE



BTA: A Career-Long Appreciation

## MANUFACTURERS



Jeff Jacobson to Become CEO of Xerox Corporation



Sharp Announces Four New Color Systems

## SOFTWARE



Square 9 Launches Online Education Program



Check out these features and more in "This Week," "Live Wire," and "Video" at: [thecannatareport.com](http://thecannatareport.com)

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*No. 1: The Kids Are Alright*

The Cannata Report is proud to launch the 3rd Annual Young Influencers issue and complementary digital content on [thecannatareport.com](http://thecannatareport.com), presented by our inaugural Young Influencers franchise partner ACDI. Thanks to ACDI's support, we have been able to invest more resources for this issue than in previous years and will expand the franchise in print and online to incorporate quarterly Young Influencers stories. Historically, the Young Influencer franchise spotlights industry leaders 40 and under across various segments of the industry, including dealer, manufacturer, leasing, supply chain, software and other professional services, and will continue to do so.

Since joining The Cannata Report, I've had the privilege of getting to know some of the young people working in our industry. This experience has provided me with sharp insight into the direction of our industry because these young people play substantial, if not key, leadership roles in positioning it for the future. In many ways, our Young Influencers mirror where the major manufacturers are making significant investments today—another barometer for gaging the future of our industry. (See "Industrial Imaging," our review of drupa 2016, on page 33.)

Not one of the 32 Young Influencers we've profiled to date is motivated by the traditional box sell or maintaining the "...historical way of approaching [the market]," as EO Johnson Business Technologies Director of Solution Sales Dan Rickert said on page 32. The areas they're focused on—and are truly excited about—include business process optimization, managed and professional services, and production, high-volume, and industrial print, among others.

We cannot thank the members of this industry enough for their enthusiastic support of our Young Influencers franchise. In one of my proudest moments to date, Sharp Imaging and Information Company of America's SVP, Sales Laura Blackmer, while accepting her 2015 "Best Woman Executive" Frank Award at The Cannata Report's 30th Anniversary Awards & Charities Dinner, referenced our 2015 Young Influencer issue, stating: "To be able to point out some extremely talented women, but also the [Young Influencers] that you are highlighting, that's huge. It helps us bring talent to this business." We hope our audience shares Laura's sentiments and enjoys reading about the talented young people who are making their marks in an array of roles throughout our industry.

Aside from our focus on this month's primary Young Influencers editorial theme, we have also dedicated a special section to our coverage of drupa 2016. The Cannata Report's "Industrial Imaging" on page 33 underscores the show's significance, along with the common threads, throughout our three features and montage of photographs.

Sincerely,

Charles J. Cannata (CJ)  
EVP and Publisher



**2015 Young Influencer David Scibetta, Copier Fax Business Technologies**



**2015 Young Influencer Tanya Flores, AMETEK ESP**



ACDI

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3

QUESTIONS

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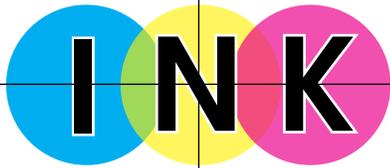
Countless hours are wasted every day searching for various electronic files, folders, and data by professionals across all industries. Any customer you talk to will immediately relate to this struggle. **Next step:** introduce FileSight. Its powerful search technology allows employees to save files anywhere, then find and retrieve files from any device.



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# INDUSTRY AWARDS, ACKNOWLEDGMENTS, ANNOUNCEMENTS & SIGHTINGS

BY CJ CANNATA

## Atlantic's GM Adam Weiss Honored by BCW as One of 2016's 'Forty under Forty' Rising Stars



ADAM WEISS

The Business Council of Westchester (BCW) honored Atlantic, Tomorrow's Office General Manager Adam Weiss, 34, as one of the county's most outstanding young business professionals, presenting him with one of its coveted "Rising Stars" awards on Thursday, June 16.

BCW presented the awards to the Rising Stars' Class of 2016 during a celebration and cocktail reception at the Atrium in Rye Brook, New York. Tara

Rosenblum of Westchester County's News 12 and member of the Rising Stars Class of 2007 served as emcee.

The 2016 Rising Stars represent a diverse array of industries, including education, healthcare, law, finance, real estate development, public relations, and marketing, among others. Maria Bronzi, director of the Altium Alliance Branch of Altium Wealth Management and Chair of the Rising Stars

program, oversaw the overall selection process.

The BCW's annual awards ceremony is modeled after the national business recognition program "Forty under Forty." The Rising Stars program is designed to recognize individuals under the age of 40 who exemplify leadership, foresight, and a vision for the future of Westchester County.

BCW selected winners based on professional and/or entrepreneurial accomplishments, demonstrated leadership qualities, and professional and/or business affiliations.

## 2016 BTA National Conference and BTA at 90: A Celebration Attracts over 250 Attendees

Of the 250-plus attendees—including attendees, presenters, and sponsors—over 150 were dealer representatives. Attendees at the principal,

CEO, COO, or president level included 2015–2016 BTA National President Dave Quint, Advanced Systems, Inc.; 2016 BTA Volunteer of the

Year John Eckstrom, Carolina Business Equipment; Mike Brandon, ABC Office Equipment Co.; Michael Brigner, Commonwealth Technology;

Terry Chapman, Business Electronics Corp.; Loren Davis, Davis Business Machines; Jim Donnellon, ABS Business Products, Inc.; Bob Evans, DigiTec Office Solutions, Inc.; Bill Fraser, Fraser AIS; Bob Gobin, Gobin's Inc.; Bob Lamovec, Office Enterprises; Bill Matthews and Mark Matthews, Business Equipment



CJ CANNATA, JENNA STRAMAGLIO, AND MIKE STRAMAGLIO



JUN HO SUN AND ERIC AUMEN



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Center, Inc.; Mike McGuirk, ProCopy Office Solutions, Inc.; Mike Nerland, Elite Business Systems; Tom Ouellette, Budget Document Technologies; Richard Piechocki, Digital Business Solutions; Terry Ratziaff, Enid Typewrit-

er Company; Robert Smith, Coordinated Business Systems; and Jim Wright, Business Systems Specialists.

Other industry segments represented at top decision-making levels included Doug

Albregts and Mike Marusic, Sharp Imaging and Information Company of America, Inc.; Eric Aumen, Hytec Dealer Services, Inc.; Darren Cassidy, Xerox Corporation; Greg Chavers and Phil Boatman, Lexmark International,

Inc.; Jim D'Emidio, Muratec America, Inc.; Aaron Dyck, Digitek; Jennie Fisher, Great-America Financial Services; Mark Hart, ACDI; Glenn Johnson, PSIGEN Software, Inc.; Ed McLaughlin, Valderus; Rob Parker, Wells Fargo Equipment Finance; Joe Odore, Panasonic Corporation of North America; Matt Smith, Samsung Electronics America, Inc.; Mike Stramaglio and Jenna Stramaglio, MWA Intelligence, Inc.; Jun Ho Sun and Walter Crower, Innovolt; Rick Taylor, Konica Minolta Business Solutions U.S.A., Inc.; Larry White, Toshiba America Business Solutions, Inc.; and Gary Willert, LMI Solutions.

To read more about the event, along with key awards and winners, visit [thecannatareport.com/this-week..](http://thecannatareport.com/this-week..)

## SDG Announces \$20,000 Donation to Bob Goldberg Scholarship Fund During BTA at 90



BOB GOLDBERG AND JIM DOTTER

Jim Dotter, incoming 2016–17 Select Dealer Group (SDG) president and president of Vir-

ginia Business Systems, Richmond, Virginia, announced a \$20,000 donation from SDG

to the Bob Goldberg Scholarship on June 10 during the Business Technology Association's (BTA's) BTA at 90: A Celebration event at Kansas City Union Station in Kansas City, Missouri. The donation is the largest contribution to the fund to date.

BTA established an annual scholarship in honor of General Counsel Bob Goldberg in 2015, thanking him for his many years of dedicated service to the association. The fund is part of the BTA Scholarship Foundation, which was established in 1968. The foundation is supported by

continuing contributions from individual dealers, as well as manufacturers and distributors.

Each year, BTA awards a number of \$1,000 and \$1,500 scholarships to qualifying children of full-time employees of dealerships that are current BTA Retail Dealer members. Beginning in 2015, an annual \$3,000 scholarship was established with the Bob Goldberg Scholarship fund. Since the 1984-85 school year, the Business Technology Association has awarded 1,378 scholarships totaling \$1,553,500 to the sons and daughters of the full-time employees of member dealerships. For more information about BTA and the scholarship, visit [www.bta.org](http://www.bta.org).

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# Printing by Numbers

Summing Up the Latest Fiscal Year Results for Canon, KYOCERA, Fuji/Xerox, and Ricoh

The 2015 fiscal-year-end results announcements from Ricoh, Fuji Film Holdings (Fuji/Xerox), KYOCERA (FY2015 ending March 2016) and Canon (FY2016 Q1 ending March 2016) and the FY2016 forecast for many copier-printer business divisions reveal that revenue is up and profits are down. Although Konica Minolta, Sharp, and Toshiba TEC have not yet announced their fiscal-year-end results, based upon the other four companies' results, we

Decreased shipments of office products for Xerox Corporation, the Japanese yen's appreciation, and depreciation of Asian local currencies are responsible for the declining numbers.

should expect to see that operational profit has become increasingly difficult to attain while the size of the business for copiers/printers remains large.

## Fuji Film Holdings Corporation (Fuji Xerox)

FY2015 revenue for the Document Solutions Business Division (Fuji/Xerox) of Fuji Film Holdings was 1.1741 trillion yen (-0.3% from 2014) and operational profit was 94.9 billion yen (-6.4% from 2014). Decreased shipments of office products for Xerox Corporation, the Japanese yen's appreciation, and depreciation of Asian local currencies are responsible for the declining numbers. For production services, the overall number of units sold increased because of successful sales of color on-demand publishing systems and monochrome production printers.

The FY2016 forecast for the Document Solutions Business division of Fuji Film Holdings show a total increase in revenue of 1.2 trillion yen (+2.2% from 2015) and a decrease in total operational profit of 110 billion (+15.9% from 2015). This

is based upon increased sales with an expectation of increased shipments to Xerox Corp.

## KYOCERA Corporation

KYOCERA's FY2015 result for information equipment-related business (copiers/printers) revealed revenues of 336.3 billion yen (+1.1% from 2014) and decreased operating profit of 27.1 billion yen (-21.6% from 2014). The decreased

KYOCERA has placed a heavy emphasis on the European market for its copier/printer business, which is largely affected by the currency exchange rate, especially against the euro.



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The number of (Canon) copiers sold, including monochrome models for which demand has continued to shrink, still exceeded the previous year, owing to successful A3 color MFPs and production color models that the company launched last year.

operational profit is attributed to intense sales competition and the Japanese yen's appreciation. KYOCERA has placed a heavy emphasis on the European market for its copier/printer business, which is largely affected by the currency exchange rate, especially against the euro.

KYOCERA's FY2016 forecast for information equipment-related business shows a revenue of 344 billion yen (+2.3% from 2015) and operational profit of 2.3 billion yen (-15.1% from 2015). The trend of increased revenue and decreased profit is expected to continue for the new fiscal year.

#### Canon, Inc.

Canon's Office Business unit (copiers/production printers/laser printers) posted a FY2015 result (ending December 2015) of 2.1108 trillion yen (+1.5% from 2014) and operational profit of 290.6 billion yen (-0.5% from 2014). Revenue for the Americas was 713.2 billion yen (+8.6% from 2014), the only geographic area that saw an increase in revenue.

However, in FY2016 Q1, the revenue and operational profit of Canon's Office Business unit has decreased significantly to 454.4 billion yen (-14.1% from 2015) and 44.7 billion yen (-37.7% from 2015), re-

spectively. Because of those projections, Canon has revised its FY2016 revenue forecast that the company announced in January for its Office Business unit downwards from 2.1148 trillion yen (+0.2% from 2015) to 1.9464 trillion yen (-7.8% from 2015) and operational profit from 278.8 billion yen (-4.1% from 2015) to 234.2 billion yen (-19.4% from 2015).

Canon's Office Business unit's revenue in the Americas has also seen a significant decrease to 146.9 billion yen (-16.9%) in FY2016 Q1. In Canon's Office Business unit's FY2016 Q1 result, the number of copiers sold, including monochrome models for which demand has continued to shrink, still exceeded the previous year, owing to successful A3 color MFPs and production color models that the company launched last year. Another factor has been the VarioPrint i300, the high-speed cut-sheet inkjet printer manufactured by Océ. That product has been doing well, driven by customers requiring high-speed, continuous-printing, and wide-format capabilities. However, the number of units sold for laser printers decreased compared to the previous year because the company has restricted the sales of low-end, low-profit models. Instead, they've been promoting high-value-added products that were supposed to generate increased consumables to secure profitability during the market slump.

Canon lowered its financial forecast on April 26, 2016, about three months after its previous forecast announcement. These updated numbers reflect the company's projection of low demand for laser printers throughout the fiscal term because the currency exchange rate has shifted to 10% appreciation of Japanese yen. The delayed economic recovery in newly developing countries is also playing a role.

#### Ricoh Company Ltd.

Ricoh's Imaging & Solutions Business division posted FY2015 revenue of 1.9745 trillion yen (+3.0% from 2014) and operational profit of 147.7 billion yen (-14.2%

(Ricoh's) lower sales prices were the result of greater competition in the Americas, the Japanese yen's appreciation in currency exchange rates, and depreciation of currencies in newly developing countries.

from 2014). Revenue for the Office Imaging portion of the division (copiers/printers) was 1.432 trillion yen (-0.5% from 2014). Lower sales prices were the result of greater competition in the Americas, the Japanese yen's appreciation in currency exchange rates, and depreciation of currencies in newly developing countries. Production print revenue increased to 223.8 billion yen (+16.6% from 2014) because of growth in the commercial printing market. Network System Solutions has also been successful, including, but not limited to, IT services business in India with an increase in revenue to 318.6 billion yen (+11.8% from 2014).

The manufacturer has forecasted its FY2016 revenue to 1.349 trillion yen (+3.3% from 2015) for its Office Imaging division, expecting continued intense competition, particularly in the U.S. and Europe. While the company has increased its forecast in production print, Network System Solutions has also been successful [for Ricoh], including, but not limited to, the IT services business. FY2016 revenue for the entire Imaging and Solutions division is projected to be 1.9091 trillion yen (-3.3% from 2015).

CR

#### Questions About This Story?

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# KYOCERA Picks Up Speed

Manufacturer's New Fiscal Year Fast Tracks with 31 New Products and Numerous Apps

By Scott Cullen

The KYOCERA executive team (left to right): Danielle Wolowitz, vice president, corporate marketing group; Terry Knopsnyder, vice president of engineering; Peter Hendrick, group vice president of corporate marketing, business services division; Sho Taniguchi, SVP, sales, Latin American division; Ed Bialecki, senior vice president of sales; Norihiko Ina, KYOCERA's previous president and CEO; and Yukeo Ikeda, president and CEO.

**K**YOCERA Document Solutions America (KDA) shifted into high gear at its annual dealer meeting in Orlando, May 16–19. The company rolled out 31 new products and lots of apps, or solutions if you prefer that term.

The theme of the conference was “Accelerate.” Playing off that theme, the content of the General Session presentations featured a healthy dose of references to speed. Compared to most other OEM dealer meetings, KYOCERA dealer meetings don’t have much in the way of bells and whistles, or much beyond presentations from company executives. No keynote speakers from outside the company, no dancers or skits in between the executive speeches, no dealer panel discussions talking about how great KYOCERA is (videos, yes), and no products on stage this year. Overall, KYOCERA took a less-is-more, workmanlike approach—a 90-minute session featuring seven KYOCERA executives.

Overall, this format worked well for KYOCERA. And at 90 minutes, the rapid-fire presentations got attendees out of the General Session quickly, so they could take advantage of the educational opportunities in the breakout sessions and see

real-world applications for products and apps in the product and solution showcase.

## KYOCERA by the Numbers

Ed Bialecki, KYOCERA’s senior vice president of sales, kicked off the General Session reporting that the company’s FY16 marked the seventh consecutive year of growth in the Americas and the fifth consecutive year of growth for the KDA group.

The KDA group grew its revenue in the U.S. by 9.6% over FY15, while growth in the Americas as a whole grew by 3.4%. The difference between the 9.6% and the 3.4%, as we were told in a press briefing later that day, was attributed to currency translation differences between the U.S. and Latin America, and that when viewed as U.S. dollars, the numbers were actually nearly identical.

“Five record-breaking years in a row is an incredible accomplishment,” Bialecki stated enthusiastically.

He attributed this growth to having the right strategy (Total Document Solutions) and the right partners (KYOCERA’s North and Latin American dealers).

KYOCERA’s Total Document Solutions (TDS) strategy was referenced again and again during the General Session.

“KYOCERA enables you to provide the ideal combination of hardware, software, and services to customers,” said Bialecki, reinforcing what TDS is all about. “This helps customers improve their workflows, cut costs, and improve productivity. It’s a holistic strategy. It solves real customer problems, and it delivers results.”

A video of Ted Kuki, president of KYOCERA Document Solutions, offered his perspective on KYOCERA’s latest product line, including the previously announced TASKalfa 406ci Series A4 color MFPs.

“The new concept TASKalfa 406ci series A4 color MFP, launched in February, will be a door opener for new markets and customers,” Kuki noted. “This year, [our] A3 color lineup will be ready for launch. This will be a series of competitive mod-

“Five record-breaking years in a row is an incredible accomplishment,” Bialecki stated enthusiastically.



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The Technology Fair was organized into four pods, with three focused on known successes, grouped by workflow challenge.



Dealer attendees were intrigued by KYOCERA's newest devices.

els to replace your existing MIFs and competitive models.”

Kuki also referenced KYOCERA's November 2015 acquisition of the German ECM solution vendor, CEYONIQ.

“We are now preparing the solution package to sell as early as possible in the U.S. market,” said Kuki. “Furthermore, we will continue to make strategic alliances by promoting ECM and BPO to enhance KYOCERA's value as a true total document solutions provider.”

Yukeo Ikeda, the new president and CEO of KYOCERA Document Solutions America (KDS) as of April 1, 2016, followed Kuki. He reported that KDA Group's business objective is increasing customers' work quality. One strategy for doing that is by helping customers achieve workflow efficiencies that result in cost reductions.

“We are always aiming to simplify customers' workflows and bring true innovation to their business with our solutions,” Ikeda said. “All of KDA's efforts are focused on this goal. And when I look at your business, I believe that you have a very similar objective or direction for your dealership.”

While much of the analyst community was focused on performance numbers and product introductions...we were equally impressed by KYOCERA's efforts in the service arena.

Ikeda also emphasized the importance of the TDS approach for expanding new business and how the company is strengthening this strategy by moving in three key directions. One is expanding business volume from existing customers via new hardware introductions and new software application offerings (KYOCERA's and third party's), as well as a newly developed service tool. The second is strengthening its focus on gaining new accounts across the Americas and globally. The third is strategically entering new markets. Mr. Ikeda did not identify what those new markets are.

Ikeda also noted that KDS is focused on entering into strategic alliances to promote ECM and BPO business globally.

“Although not available immediately in the Americas, we are currently working together to bring these alliances to all of you when the timing is right,” said Ikeda. “This will be a brand-new weapon to gain additional revenue.”

In addition to Kuki and Ikeda, Norihiko Ina, KYOCERA's previous president and CEO, returned to express his confidence in the team leading KDA into the future. He received a warm reception from the dealers.

#### Product Fare

Vice President of Engineering Terry Knopsnyder presented a brief overview of the 15 new A3 MFPs and 16 new desktop A4 MFPs and printers that KYOCERA will be rolling out across the Americas over the next year. The new A3 MFPs scheduled for a first half launch range in speed from 25 ppm to 80 ppm in color and

black & white. These new models output at true 1200 dpi at full engine speed and are equipped with standard Wi-Fi and NFC, as well as Wi-Fi direct. Knopsnyder reported that the service time for these new MFPs has been significantly reduced for a standard Preventive Maintenance cycle from an average of one hour to less than 30 minutes. The 16 new desktop A4 MFPs and printers range in speed from 27 ppm to 42 ppm. They include standard Wi-Fi, a 4.3-inch TSi, and dual-scan document feeders on select models.

While much of the analyst community was focused on performance numbers and product introductions—and we often fit squarely into that camp as well—we were equally impressed by KYOCERA's efforts in the service arena. The big service-related announcement was the KYOCERA Fleet Services (KFS) system, originally previewed at last year's conference. The system was scheduled to go live on June 1. According to Knopsnyder, “KFS represents a unique opportunity to accelerate a dealer's customers' satisfaction, as well as their sales and profitability.”

KFS enables dealers to remotely monitor all KYOCERA products on a customer's network. With KFS, dealers can conduct remote analysis of their customers' equipment, perform remote maintenance for KYOCERA MFPs and printers, remotely configure customers' devices, and perform remote firmware upgrades, either on-demand or on a scheduled basis.

#### An App a Day

Peter Hendrick, group vice president of corporate marketing for KYOCERA's business

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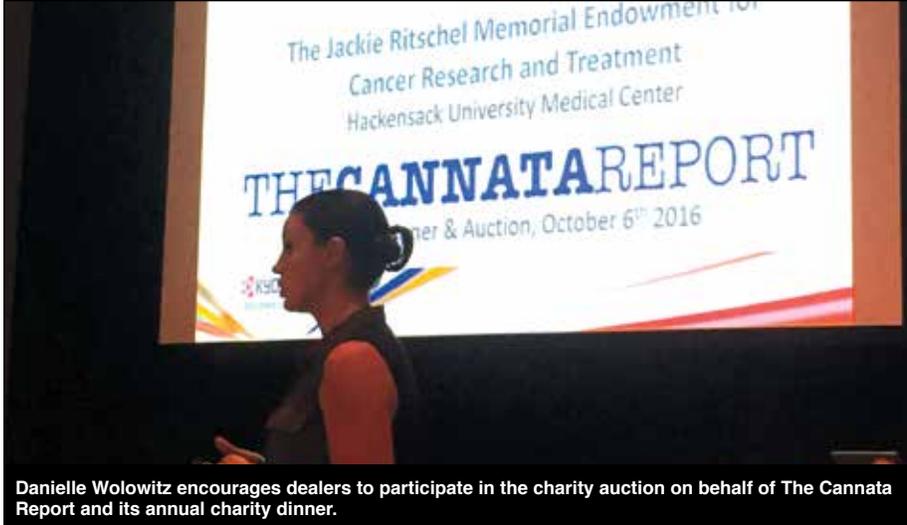


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Danielle Wolowitz encourages dealers to participate in the charity auction on behalf of The Cannata Report and its annual charity dinner.

KYOCERA can continue to stake its claim in the market with the Total Document Solutions approach and by feeding the company's dealers a steady diet of apps.

services division, provided the three-year history of KYOCERA's TDS approach, revealing that KYOCERA's solutions portfolio continues to grow and the company continues to broaden its connections to third-party platforms.

"Obviously, it is working, because this year, we have surpassed 25,000 paid licenses across the Americas, many of which are server-based licenses with an infinite number of devices connected to them," reported Hendrick.

That's an increase of more than 25% year-over-year.

Among the apps referenced by Hendrick were DMConnect Pro, Google Connector, DropBox Connector, and Square 9 Connector. What's new about each of these is that DMConnect now includes Zone OCR and advanced barcode imaging. Google Connector has been enhanced to allow bi-directional access to Google Drive cloud accounts and related Google communication platforms. Drop-box Connector allows for direct and secure scanning to individuals' Dropbox accounts. Hendrick described the Square 9 Connector as "more than an app—it is a business alliance with a highly recognized document management solution."

With the connector, dealers who resell Square 9 software or customers currently using the software can scan and print directly from KYOCERA MFPs. Another app of note was KYOCERA's Enhanced OnBase Connector.

These applications will be released during the first half of KYOCERA's 2016 fiscal

year with more in the pipeline for the second half.

### Dealer Impressions

It's always illuminating to get a dealer perspective of these events, and we spoke with three who shared their impressions with us.

"KYOCERA has been making great strides with their software interfaces, and we are seeing a lot of opportunities with the new equipment," reported Greg Gondek, president of The ACT Group. "PaperCut has already closed some nice multiple machine deals for us. Their new monitoring that I was excited about looks like Print Fleet with a new name so my IT guys aren't that thrilled about it. They have a very good overall [product] offering. If they had a larger machine than 80 cpm, they would be dangerous."

Gondek added that he feels that KYOCERA is now running close to the head of the pack with its solutions offerings. "My software guys like all of their stuff better than what Ricoh offers," he said. "Plus, Ricoh charges for everything. Our service department finds the recent KYOCERA models to be pretty bulletproof, so hopefully that only improved on the current generation. Only time in the field will tell."

"Some of the new models look great [and] they also have some nice software apps... not much more," observed Chip Miceli, president of DPOE.

Andrew Ritschel, president of Electronic Office Systems in Fairfield, New Jersey,

was much more enthusiastic. "It was fast, efficient, informative, and intelligently put together," Ritschel said. "They really thought about the curriculum. The products they were showing were great and the solutions were great. It wasn't overbearing, and everything kind of made sense. It didn't seem like there was any esoteric stuff they were trying to mix in there."

Ikeda also impressed Ritschel. "He had a good message. It conveyed ethics, morals, trust, and humility of the manufacturer."

### Takeaways

No one can confuse KYOCERA with the big three (Canon, Konica Minolta, and Ricoh) in the office technology space. However, KYOCERA can continue to stake its claim in the market with the TDS approach and by feeding the company's dealers a steady diet of apps. One big positive is that unlike some of the other OEMs, and we're not naming names here, there doesn't seem to be any rumors or uncertainty about KYOCERA's future or any negative press circulating about the organization.

Based on what we saw and heard in Orlando, at minimum, KYOCERA has a lot in the works for its current fiscal year with all of its new products, apps, and service and marketing initiatives. The sum of those efforts should go a long way in helping its dealers position themselves as TDS providers, even if some dealers are looking for the company to pump up the high volume beyond 80 ppm.

OR

### Questions About This Story?

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THE KIDS ARE

# ALRIGHT

**The Young Influencers of 2016**

By CJ Cannata,  
Scott Cullen,  
and Sharon Esker

Introduction by  
Scott Cullen

**B**ack in 1972 when Neil Young sang, “Old man, look at my life, I’m a lot like you were,” he wasn’t singing about young influencers in today’s imaging channel but he could have been. After all, many of them are much like the senior members of the channel when they were starting out.

In this issue, we profile 10 young influencers—all 40 years of age and under—from various segments of the industry who are making significant contributions to the imaging channel. Some of these individuals have been in the industry for more than a decade, others for only a couple of years. Yet, a common thread unites them all—they are young, driven, and standouts in their own organizations and the channel.

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UNDERESTIMATE  
THE POWER OF  
**DREAMS**  
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IN THIS NOTION:  
**THE POTENTIAL FOR  
GREATNESS  
LIVES WITHIN  
EACH OF US.**

— *WILMA RUDOLPH*

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*ACDI Congratulates  
2016's Young Influencers*

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**ACDI**



**Sarah Custer**

Director of Solutions & Services  
Supplies Network

**Age:** 33

**Years in industry:** 15

**Three words that best describe Sarah:**

Honest, outgoing, persistent

**Favorite Book:**

To Kill a Mockingbird by Harper Lee

**Favorite Band:**

Dave Matthews Band

**Favorite Movie:**

The Horse Whisperer

**Hobbies:**

Horseback riding

**Unique Skill:**

Anything that needs to be done around the barn or horses—digging holes for fences, cleaning stalls, stacking hay bales, etc.

Sarah Custer never stops thinking about moving to the next level in her career. In her 15 years at Supplies Network—more than that if you count working summers and weekends while in high school—she’s been traveling a career path that leads nowhere but up.

In the interest of full disclosure, her father is Barney Kister, Supplies Network’s senior vice president of MPS sales and one of the company’s founders. But, let’s not hear any talk of nepotism.

“The big learning curve for me, and I appreciate it more now, was that from early on he expected the very best from me,” recalled Custer.

She remembers driving into work with

“Barney would be patting the guy next to me on the back, ‘Great, you met your goal,’” Custer reminisced. “I’d be at 110% of goal and it’s, ‘Why weren’t you at 125%?’ That high standard set me up to be successful.”

**Sarah Custer**

him that first time and being told, “Don’t screw up because I’ll fire you fast if you make me look bad.”

She started by entering fax orders, then becoming a sales assistant and a sales rep before settling into her current role as director of solutions and services. Throughout, Custer’s bar has always been set higher than everyone else’s.

“Barney would be patting the guy next to me on the back, ‘Great, you met your goal,’” Custer reminisced. “I’d be at 110% of goal and it’s, ‘Why weren’t you at 125%?’ That high standard set me up to be successful.”

Custer enjoys interacting with people, whether it’s her own team, customers, vendors, or business partners. “I’m an off-the-chart extrovert and love meeting with people, finding out what they do and what their businesses are like,” she said.

The most challenging part of her job is time management. “I wish I had more hours in my day,” she acknowledged. “Before I had kids, I’d work 12-hour days because I love what I do. These days, it’s trying to get everything done on time so I can see my kids before they go to sleep.”

There’s a saying scrawled on the whiteboard in her office that reads, “Ruthless prioritization,” which inspires her to tackle the most critical tasks for that day first.

Even though she loves her current position, she can’t resist thinking about what’s next.

“I’ve done that my entire career,” Custer said. “I get to that next level and then,

I’m looking for the next thing. Fifteen years ago, I had no idea what managed print services was and never thought I’d be director of an entire department. Who knows what I’ll be doing in 15 years? It could be a completely new division we haven’t even thought of yet.”

For Custer the secret to a successful career is the willingness to work hard.

“What you’re doing at that moment might not be the most glamorous thing, but it might mean something to somebody in their business,” said Custer. “Those who truly work hard and are willing to roll up their sleeves will be successful in this industry.” **By Scott Cullen**



**Andrew Dixon**

Business Development Manager  
Advanced Office

**Age:** 31

**Years in industry:**  
10 years full time; 16 years total

**Three words that best describe Andrew:**

Very hard worker

**Favorite Band:**

Mumford and Sons

**Last Concert:**

Mumford and Sons

**Hobby:** Playing guitar

**Favorite Book:**

Atlas Shrugged by Ayn Rand

**Favorite Pastime:** Spending as much time as possible with his wife and kids

Mergers are often disruptive, but the 2007 merger between Advanced Office Services (AOS) and Image Plus was

mostly smooth because of Andrew Dixon. Despite his youth, Dixon was ultimately responsible for identifying business processes to be adopted by the new organization.

“You really have to keep your eyes open,” Dixon said. “It’s much easier to acquire [than to merge with another company] because you have to minimize the risk of dropping customers as much as possible [when integrating two businesses].”

Dixon also reined in the two service departments after discovering both organizations were doing too much network work in-field and dealing with operational, as opposed to break-fix, issues.

“We [were] fixing first and billing later,” recalled Dixon who realized that the two dealerships were not charging for some of the additional services they were providing.

Dixon’s solution was a Help Desk for customers to contact when having difficulty printing or scanning. This improved call-avoidance and response time while allowing the dealership to bill for services they weren’t previously compensated for.

Additionally, Dixon currently oversees a small team that assists sales and serves as a liaison between sales and administration, assisting with prospecting, marketing, internal sales backup, and ensuring seamless customer experiences. Dixon’s team touches administration, sales, and service, and he considers them a microcosm of the company—key personnel he describes as “more than the sum of their parts.”

It takes time to manage that team while handling projects colleagues ask him for help with.

“I call myself the small end of the funnel,” said Dixon. “Everything runs through it. But, that keeps me in tune with where the company’s going and what needs attention. I just wish I had more time to focus on areas that require special attention.”

Dixon finds the biggest issue facing dealers is the ongoing struggle to stand out in a commoditized market.

“Ultimately, when approaching a problem or business, our litmus test is, is it good for the customer and is it good for us? Everybody has to win.”

**Andrew Dixon**

“Customers seem to be locked in this struggle to drive prices down through commoditization, while at the same time they are desperate to find something other than price to help them make a decision,” stated Dixon. “Our and the industry’s challenge is that copiers and solutions are not emotional products like cars. We need to help customers find the differences they are looking for. We need to stand out and resist what people are saying about the industry being commoditized. It’s being driven that way, but it’s not. Ask somebody who uses a KYOCERA versus a Ricoh. It’s night and day.”

Perhaps the biggest lesson Dixon has learned over the years in the industry has to do with balancing the customer’s needs with the dealership’s.

“Ultimately, when approaching a problem or business, our litmus test is, is it good for the customer and is it good for us? Everybody has to win.” **By CJ Cannata**

With a marketing degree from Northern Arizona University, Nick Leko was looking at a broad range of industries to begin a career from working at a private golf course to selling financial solutions. However, a chance meeting with Gary Willert, CEO of LMI Solutions, put Leko on the workplace technology path. Willert encouraged Leko to consider LMI and meet with some of the company’s executives. After meeting those executives in the interview process, researching LMI and the imaging industry, and getting some encouragement from Willert, Leko was sold on getting into it.

“I wanted to be with a company I could grow with and that would enable me to be a part of something special,” said Leko. “I had no idea about the industry at all,



**Nick Leko**

Vice President of Sales and Marketing  
LMI Solutions

**Age:** 28

**Years in Industry:** 6

**Three words that best describe Nick:**

Passionate, hard working, and outgoing

**Favorite Band:**

Metallica

**Favorite Book:**

The Hobbit

**Favorite Sports Team:**

Denver Broncos

**Hobbies:**

Playing golf and hiking

**Unique Skill:**

Can hit a golf ball 350 yards in any direction

but the people [at LMI] had such passion and excitement.”

Leko became one of LMI’s first employees in its management trainee program. Over six months, Leko spent several weeks working in each of LMI’s departments—shipping, accounting, purchasing, customer services, R&D, manufac-

“I’d go home and study about our dealers, our MPS, collection agents, competitors, leasing companies, everything to better understand our industry. I spent hours recording myself on webinars to try to improve. I didn’t want to fail.”

**Nick Leko**

turing, and sales. He developed a great respect for LMI as a company, the quality of its products, and its employees. The experience gave him a solid foundation to speak intelligently about LMI and its offerings, as well as a road map to know exactly who to call when he was looking to resolve issues.

After the program ended, Leko was most drawn to sales and began working as an internal sales representative. However, success wasn't easily attained. It took another six months for him to establish himself. "I'd go home and study about our dealers, our MPS, collection agents, competitors, leasing companies, everything to better understand our industry," said Leko. "I spent hours recording myself on webinars to try to improve. I didn't want to fail."

Driven by his competitive nature, Leko started landing deals and exceeding his quotas. He was soon promoted to director of business development for the West Coast, then expanded his role to the Rocky Mountains region, and eventually to all territories west of the Mississippi River. Last June, LMI promoted Leko to vice president of sales and marketing, charged with guiding and developing his sales team.

"At LMI, we are constantly striving to do the right thing for our customers," said Leko. "We aim to be professionally persistent, have phenomenal follow-up, and look to help our dealers be successful."

Like most industry sales leaders, one of Leko's main challenges is hiring passionate and persistent talent. His approach is to seek inexperienced candidates who have a strong work ethic and an ability to connect so LMI can develop and mentor them.

"Don't be intimidated," said Leko. "Put in the research, learn and study about the industry. Make sure you have the right mindset and commitment to achieve what you want to accomplish. As long as the attitude is there and you have an open mind, good results will come." **By Sharon Esker**



## Priscilla Lopez

SVP and COO  
Dahill

**Age:** 36

**Years in industry:** 15

**Three words that best describe Priscilla:**  
Grounded, nurturing, optimistic

**Favorite Band:** Eagles

**Favorite Solo Artist:**  
Rod Stewart

**Favorite Television Series:**  
Law & Order

**Favorite Movie:**  
The Godfather Series (especially Part II) and An Officer and a Gentleman

**Hobbies:**  
Anything to do with the home or being a mom—especially on a softball field or a basketball court

As senior vice president and chief operating officer, Priscilla Lopez looks to make sure everyone feels like they are part of Dahill's team, not simply an isolated part of the organization.

"One of the things I enjoy most is to ensure my colleagues are proud of what they do [regardless of their position]," said Lopez. "I want to make sure that everyone [on staff] feels important and part of the process."

Lopez emphasizes continued education not only for Dahill's employees but also for herself. She's always open to learning from others. Lopez also focuses on working with employees who perhaps didn't finish their formal education.

"There's always room for improvement,"

"One of the things I enjoy most is to ensure my colleagues are proud of what they do [regardless of their position]. I want to make sure that everyone [on staff] feels important and part of the process."

### Priscilla Lopez

said Lopez, who encourages others to think about how to improve performance in their current position.

"I'm not the smartest," Lopez said modestly. "If I'm wrong, I'll admit it and take suggestions."

One of Lopez's key accomplishments was creating a Customer Services Group (CSG). The group's objective is to ensure customers are aware Dahill is truly managing their existing business.

Lopez founded the CSG after conducting a study to determine true revenue origins, concluding that 20% of Dahill's clients were responsible for 80% of Dahill's revenue. Then, she looked at customer service, discovering that the process was the same for all clients.

"All clients are important, but we may not have been doing a great job providing better levels of services to top-tier clients," said Lopez. "[Now], if customers need additional TLC, we can provide it. We are bringing in more large customers than ever before and providing them with an elevated level of customer service."

Lopez's openness and emphasis on education is also vital to keeping and developing talent, and she is the preeminent example.

"I didn't necessarily just say I was going to be the CFO in five years," Lopez said. "I just trusted in Dahill, the people, my development, and the learning—and today, wow, I can't believe I'm even here."

Lopez was officially promoted to Senior Vice President and COO last November, but has effectively served as Dahill's

chief finance lead since 2009 when the then CFO resigned.

“He had a lot of trust in my ability and threw a lot at me,” Lopez said. “I would just truck along. Replacing him was never a thought. I just continued to absorb how to improve our processes.”

When Brad Rollins became Dahill’s president in 2009, he did not appoint a new CFO immediately. Instead, he looked internally for trusted advisors and found Lopez.

With her eyes to the future, Lopez is confronting industry realities.

“[This business] is no longer about copiers or MFPs and their capabilities,” Lopez said. “As time goes on and people don’t print as much, they may be printing in different ways or [looking for] different types of solutions [and services]. In the past, for example, we might have sold an MFP and added scanning functions as add-ons, but now, we’re getting more involved in helping customers actually solving business problems.” **By CJ Cannata**

**D**on’t stamp that “millennial” label on Maegan Lujan, who dismisses the clichés that classify her generation. Instead, she defines her generation as one that has lived with technology and uses it to be hyper-productive.

After leaving home at a young age and joining the workforce during The Great Recession’s economic downturn, she’s learned to do more with less. “That tone was set in every company [I worked for] and is ingrained in my professional DNA,” noted Lujan.

She recently celebrated her third year with Toshiba where she’s responsible for defining the product and program strategy for Toshiba’s digital signage and software portfolio, including managing third-party vendors. Program development is another task. In addition, she helps develop go-to-market strategies, assists in shaping product offerings, and engages with Toshiba’s dealers, TBS branches, and partners.



## Maegan Lujan

Strategy Manager,  
Solutions & Professional Services

Toshiba America Business Solutions

**Age:** 30

**Years in industry:** 13

**Three words that best describe Maegan:**

Passionate, positive, focused

**Favorite Book:**

The Art of War for Women: Sun Tzu’s Ultimate Guide for Winning Without Confrontation by Chin-Ning Chu

**Favorite Band:** Sublime

**Favorite Movie:**

Pursuit of Happiness

**Hobbies:** Cooking, dancing, yoga

**Unique Skill:**

Getting her hands dirty in creating an edible garden.

“I enjoy solving problems and connecting the voice of our customers to our product strategy,” observed Lujan.

A voracious reader, her biggest source for knowledge has always been books. “I read to learn pretty much exclusively,” she said.

She’s currently reading “30 Things to Do When You Turn 30” by Chris Taylor—an appropriate selection since she recently turned 30. One lesson she has learned is the importance of taking the experiences of others and learning from those and adapting them in a way that best matches your personality.

“Understanding at 30 years old that you can make an impact and finding out ultimately where your true passion is and

“It’s about always being teachable and leveraging the knowledge of others. If you can learn from their experiences, their failures and successes, you’re already several years ahead.”

**Maegan Lujan**

how to follow that true passion,” explained Lujan. “For me, it’s in business.”

Even though Lujan wasn’t afforded the luxury of a formal education, that hasn’t inhibited her success. She’s acquired a wealth of knowledge at every step of her career path and proven herself in every role.

“Learning opportunities come in different forms, and I learned from within the industry and by interacting with customers,” observed Lujan. “It’s about always being teachable and leveraging the knowledge of others. If you can learn from their experiences, their failures and successes, you’re already several years ahead.”

Her latest self-improvement project is gaining a better understanding of other areas of the business such as operations, finance, and management.

“Ultimately, it’s understanding how decisions are made,” she explained. “Certain decisions may affect how we go to market and our sales and marketing strategy.”

When not working or reading, Lujan enjoys traveling, dancing, yoga, and her vegetable and fruit garden. “It’s rewarding to me,” she said. “It blends both art and science.”

Maegan Lujan’s advice for young people very much resonates with her background. “The learning doesn’t stop just because you’re out of school,” Lujan said. “Ask questions and understand that there’s a teachable moment in every experience. Have pride in what you do. Learn how to market yourself because at the end of the day you are the CEO of your own brand.” **By Scott Cullen**



**Danielle Maldonado**

Director of Education Services  
mindSHIFT

**Age:** 35

**Years in Industry:** 13

**Three words that best describe Danielle:**

Ambitious, genuine, collaborative

**Favorite Solo Artist:**

Willie Nelson

**Favorite Book:**

Galveston by Nic Pizzolatto

**Hobbies:**

Playing tennis, reading, waterskiing, and scuba diving

**Most Recently Read:**

Grit: The Power of Passion and Perseverance by Angela Duckworth

**Recommended Leadership**

**Read:** Good to Great: Why Some Companies Make the Leap.... And Others Don't by Jim Collins

After graduating from Bentley University with a degree in computer information systems in 2003, Danielle Maldonado began working as a help desk engineer for The Telluride Group, a small Boston-based managed services provider. But, four months into her job handling end-user issues, Telluride was scooped up by mindSHIFT, which has now grown into one of our industry's largest IT outsourcing and cloud services providers.

While most employees may shudder just thinking about being acquired by a burgeoning company, Maldonado took the opportunity to grow along with mindSHIFT. In 2007, as the company expanded its offices to New York, she transferred to a project management role to oversee and

“When you don’t accomplish something, you can’t view failure as failure. You can view it as an opportunity. You can’t be afraid to take that risk even though it may not work out.”

**Danielle Maldonado**

manage the onboarding of the company’s new clients by providing the tools and creating connectivity to manage clients remotely, fine-tuning clients’ IT infrastructure, and completing projects such as infrastructure upgrades for existing clients.

As mindSHIFT expanded, so did Maldonado’s responsibilities. Working with some of mindSHIFT’s largest clients, she continued to prove herself and broadened her responsibilities to her current role as director of education services. Today, Maldonado leads 50 people on mindSHIFT’s project management, project engineering, and account management teams. She also spearheads the company’s summer internship program that brings in 40 interns for training and assistance in meeting mindSHIFT’s numerous deadlines, most notably in the education vertical.

“We are looking for some IT knowledge and hands-on experience,” said Maldonado. “We want people who are ambitious and humble, can communicate well, and be a team player, especially since our business is so customer-services oriented.”

Maldonado embodies all of these traits. Her days begin with checking outages and following up on client requests, but it’s meeting with team members and conducting team meetings that she enjoys most.

“I think you have to take advantage of being around people with different perspectives,” said Maldonado. “If everyone has the same views, you’re not able to branch out to find new ways to promote things, new initiatives or ways to improve.”

Maldonado encourages her team members to devote time to improve not only

for the benefit of the company but also for their own through educational opportunities, reading, and bi-weekly Kaizen—the Japanese practice of continuous improvement—meetings to check in on progress with the team’s goals. For Maldonado, her proudest accomplishments are the growth and success of her team members.

When it comes to advice for those looking to succeed, she offers words that have served her well in her 13-year career.

“Continuously striving and having a growth mindset is important,” said Maldonado. “When you don’t accomplish something, you can’t view failure as failure. You can view it as an opportunity. You can’t be afraid to take that risk even though it may not work out.”

**By Sharon Esker**



**Lori Mattingly**

Vice President of Marketing  
Wells Fargo

**Age:** 39

**Years in industry:** 18 (Marketing); 15 (Finance)

**Three words that best describe Lori:**

Strategic, communicator, leader

**Favorite Band:** The Beatles

**Hobbies:** Spending time with her husband and two daughters (7 and 3 years old), yoga, and travel

**Favorite Vacation Spot:** Any warm place with a beach

**Favorite Sports Team:** New England Patriots

**Favorite Quote:** “Innovation distinguishes between a leader and a follower.” – Steve Jobs

When Lori Mattingly joined Wells Fargo's marketing department in 2003, she had a laser focus.

"I wanted to find a career path, someplace where I could grow," said Mattingly. "Once I was fortunate to start with Wells Fargo, it was clear the company understands the importance of its team members. One of its core values is they treat their team members as their biggest competitive advantage. I think that factored in helping me grow in my career and be effective as a marketer."

With a marketing degree from the University of Northern Iowa, Mattingly was drawn to marketing because of its constantly changing dynamic. When she began in Wells Fargo's marketing department, her job required blast faxes, promo items, and lots of paper—flyers, brochures, and print advertising.

While Mattingly says these marketing tools remain effective, she is proud to be part of the evolution of Wells Fargo's strategic, integrated marketing plan. Today, she is one of the driving forces behind the company's cohesive integrated marketing strategy for targeted emails, marketing videos, and social media platforms, including LinkedIn and Twitter. To keep up with the latest in marketing, Mattingly reads, takes advantages of webinars, listens to and follows other companies' efforts, and collaborates with her team.

"I'm always willing to jump in on a new project and raise my hand to volunteer for things that put me outside my comfort zone," said Mattingly. "That's helped me broaden my business knowledge."

Most recently, Mattingly helped create Wells Fargo's dealer communication strategy for its acquisition of GE Capital's commercial distribution finance and vendor finance businesses, totaling \$27.4 billion of assets. Citing Wells Fargo's commitment to its clients, Mattingly spearheaded a marketing and communication team through the acquisition to ensure all customers received email marketing campaigns to verify invoice information and to

"We wanted to make sure our customers understood how bringing these two brands and companies [Wells Fargo and GE] together would offer the best-in-class customer experience," said Mattingly.

#### Lori Mattingly

deliver marketing information in invoices and electronically. Her team also developed FAQs and scripts for Wells Fargo's sales team to call on dealers to help them understand the acquisition's impact on their businesses and their end customers.

"It was really a top-to-bottom effort to insure that we had a positive impact out in the market from the acquisition," said Mattingly. "We wanted to make sure our customers understood how bringing these two brands and companies together would offer the best-in-class customer experience."

Given her marketing background, her advice to those looking to succeed in the industry is not surprising.

"Insure that your personal brand is personal, positive, and impactful," said Mattingly. "If you can find a position in something you're passionate about and competent in, and it's relevant to the business you're supporting, there's that sweet spot that will insure you have a successful career." **By Sharon Esker**

Casey O'Hara met Jordan Darragh, president of PrintReleaf, while working at his first job out of college for a digital marketing agency back in 2012. At the time, Darragh was formulating the concept for PrintReleaf, and O'Hara worked with Darragh to create the original prototype for the software. A couple of years later, Darragh offered him a position as director of product with the still-fledgling company.

Working for a small company allows O'Hara to wear plenty of hats. He oversees all aspects of the software, including marketing, design, planning, and building



Casey O'Hara

Director of Product  
PrintReleaf

**Age:** 27

**Years in industry:** 2

**Three words that best describe Casey:**

Curious, methodical, patient

**Favorite Recent Read:**

The Big Pivot by Andrew Winston

**Favorite Musician:** Justin Jay

**Favorite Movie:** Layer Cake

**Hobbies:**

Snowboarding, backpacking, camping, music festivals

**Unique Skill:**

Rock masonry, which is his "backup plan if this whole 'Internet' thing turns out to be a fad"

of software features. Recently, he's been overseeing integrations with third-party DCAs (data collection agents) such as FMaudit and PrintFleet. O'Hara also oversees PrintReleaf's infrastructure and developer operations, and he manages its servers, as well as researches and analyzes paper consumption.

That's a lot of responsibility for one person, but O'Hara places it into perspective.

"Imagine a 'T-shape' with a vertical stroke of the 'T' representing your depth of knowledge or your expertise or the variety of disciplines you offer. Most people come out of school 'I'-shaped.

**Casey O'Hara**

“That’s a common challenge with any startup—doing more with less,” he said. “It’s challenging but forces me to constantly learn new things.”

Lately, O’Hara has been spending his free time learning about carbon, paper consumption, reforestation, and renewable energy.

The best thing about working in the software/print industry for O’Hara is the constant evolution and innovation.

“It’s an industry that embraces technology,” O’Hara said. “I’ve learned more about office print and commercial print in the last couple of years than I ever thought I would.”

He considers Darragh his biggest influence. “I’ve learned a ton from him about time management and managing client relationships,” said O’Hara. “I have adapted my management [style] from him.”

O’Hara describes his personal management style as optimistic. He says one of the best lessons he’s learned is never pointing the finger. “When things go wrong, and they most certainly always do, it’s better to rally together and fix it,” he said.

When not working, he’s out listening to live music. He also enjoys skiing, hiking, and camping. “The best thing about living and working in Denver is I can enjoy the best of both worlds—the city and the mountains,” said O’Hara.

His advice for other young professionals entering the industry is shaped by an interview he read a few years ago with the CIO of a design firm who spoke about being a “T-shaped person.”

“Imagine a ‘T’-shape with a vertical stroke of the ‘T’ representing your depth of knowledge or your expertise or the variety of disciplines you offer,” explained O’Hara. “Most people come out of school ‘I’-shaped. If you studied accounting or computer science that’s your ‘I’—your experience. My advice is to work on becoming a ‘T’-shaped person. If you’re a

software developer, read about advertising and marketing or cooking and painting in your free time. ‘T’-shaped people bring experience and expertise, and they are the most valuable employees.” **By Scott Cullen**

**W**hen Angie Onstine began working at Print Audit 11 years ago, social media was still a new concept to most of her co-workers. Not to her. She was one of the first of her friends to dive into social media, and thanks to Onstine, within a year of her arrival at Print Audit, the company was Tweeting and posting on Facebook.

“It’s getting people excited about social media, understanding it, and using it,” she explained. “I would hear, ‘That’s not how we do things,’ or ‘We don’t need social media.’ We do. Times are evolving, and this is a digital world.”

Onstine’s first role at Print Audit was assistant to its president, John Macinnis. She didn’t remain in that position for very long. Impressed by her work ethic and outgoing and engaging personality, Macinnis created a public relations position specifically for her. She’s since added event planning to her résumé and is responsible for much of the planning for Print Audit’s Top 100 Summit, now in its second year.

“I’ve loved event planning from as far back as I can remember,” she beamed. “It’s a passion.”

Onstine also serves as the company’s social director, organizing activities within the company such as office potlucks, office mini-golf tournaments, and the company’s annual Christmas and pool parties.

Her role at Print Audit provides her with an opportunity to meet people, something she truly enjoys. Thanks to social media and the Top 100 Summit, she’s constantly making new connections.

“I’m a talker, that’s what I love to do, meeting new people and spreading the



## Angela Onstine

Public Relations  
Specialist/Top 100  
Summit Coordinator  
Print Audit

**Age:** 33

**Years in Industry:** 11

**Three words that best describe Angela:**  
Bubbly, creative, motivated

**Recent Read:**  
The Choice by Nicholas Sparks

**Best Concert:** Def Leppard

**Favorite Movie:**  
Mystery Science Theatre 3000

**Hobbies:**  
Fitness and nutrition, experimenting in the kitchen

**Unique Skill:**  
Negotiating

word about Print Audit,” stated Onstine. “I eat, sleep, and breathe social media.”

Macinnis has been a terrific mentor and champion of Onstine’s efforts. “He taught me my dreams are not so far out of reach and to never take no for an answer,” said Onstine. “I can’t be more thankful and hope to be as successful as him some day.”

If there’s one area where she’d like to improve it’s how to delegate better. “I need to learn I can’t do everything,” she said. “I am stubborn in that sense where I will just push through and do it.”

“Print is not dying. It’s just changing. There’s something to challenge you every day; it’s not a stagnant industry.”  
**Angela Onstine**

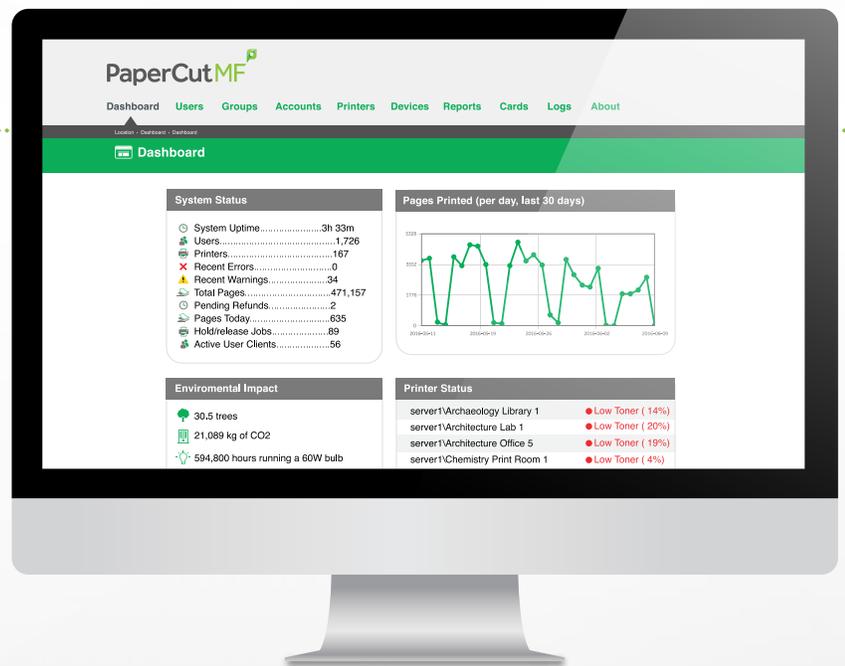
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After a recent health scare last December, she began focusing on fitness and has since become a Beachbody coach. “It’s something I can do for myself while helping others,” she explained. “It’s life-changing, and that consumes my life, along with my seven-year-old daughter.”

Her advice for young people entering this business reflects her enthusiasm for the print industry.

“Go for it because we’re constantly evolving and finding new ways around print and how to better improve that for everyone,” said Onstine. “Print is not dying. It’s just changing. There’s something to challenge you every day; it’s not a stagnant industry.” **By Scott Cullen**

Over a decade ago, EO Johnson (EOJ) moved in the direction of offering software and initiating a consultative sales approach, becoming a renowned early adopter in this realm. Behind this shift for EOJ was Dan Rickert, who helped steer EOJ in that direction back in 2003 and 2004 when the channel was not widely accepting.

“Many dealers [back then] were still dealing with connected copiers and office color versus production color,” Rickert said. “We were starting to dabble in software and other things that touched the copy machine but were really part of the network.”

Rickert championed EOJ’s software pursuits because the dealership was already getting involved with connecting equipment to networks and advancing the use of copiers as printers. But he did his homework by attending a two-year tech college to learn about electronics—including networks, computers, and the backbone of software—and taking the initiative to learn on his own.

With a talent for client communication, Rickert came to firmly understand their challenges could not be addressed by traditional office products without software partners. So, he gathered field intelligence



## Dan Rickert

Director of Solution Sales  
EO Johnson

**Age:** 37

**Years in industry:** 17

**Industry Segment:**  
Dealer Channel

**Three Words that Best Describe Dan:**  
Genuine, resourceful, determined

**Favorite Musical Genre:**  
Heavy metal

**Hobbies**  
Playing drums and guitar

**Prized Possession:**  
Collection of 9 guitars

**Favorite Pastime:**  
Various athletic activities and camping with his kids

and conferred with EOJ’s President and COO Roger King (then VP of sales) and owner Mary Jo Johnson who gave Rickert substantial latitude to develop solutions.

“It was really turning our organization from selling to listening to what some of the real problems that business organizations were having and what we could

bring in to solve them instead of speaking to things like how fast a copier runs or price per page.”

**Dan Rickert**

bring in to solve them, instead of speaking to things like how fast a copier runs or price per page,” Rickert said.

While readily affirming EOJ experienced roadblocks along the way, the dealership worked through different software vendors to build a solid backbone of support.

“One things I’m most proud of is our drive to keep pushing through and overcoming a lot of the challenges we experienced because I knew the strategy was going to be successful—and that it was going to matter,” affirmed Rickert.

From Rickert’s view, the channel’s biggest challenge continues to be remaining viable as technologies progress.

“I’ve seen a number of dealerships [maintain the] historical way of approaching [the market], and that has almost made them irrelevant in today’s business conversation,” Rickert said. “Just five years ago, it was common to deal with purchasing agents or facilities management. Today’s buyer is usually a technology/IT professional. The industry has to adapt to the customers’ changing dynamic.”

Above all, Rickert underscores the importance of a dealer’s ability becoming a trusted advisor.

“You have to have something to advise on by elevating what you can bring to the table,” Rickert stipulates. “[Dealers] must be educated to understand that.”

Unsurprisingly, Rickert is constantly looking to continue his own education. As taught by his mentor Roger King, “If you’re going to do something, do it all the way,” Rickert said. “Integrity truly is what you do when no one’s watching.” **By CJ Cannata**

CR

### Questions About This Story?

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# Industrial Imaging

drupa  
2016

SPECIAL FEATURE



## Packaging the Future of Print

Inkjet, High-Speed Versatility, Corrugated Substrates, Latex, Labeling, and JETvarnish Dominate World's Premier Print Show

# Imaging Makeover

Overall Print Market Shows Strong Signs of Shifting from Artistic to Manufacturing Process

By Toni McQuilken

drupa  
2016



While it may be tempting to write off drupa as a commercial print show, the reality is that anyone who puts any kind of ink or toner on any kind of substrate as his or her business would benefit from taking in the technologies and trends on display at the

show. While traditional print technologies were still on display, new and improved technologies and developments provided visitors with a glimpse at the future of print. A large part of that future revolves around print technology as part of the manufacturing process.

Whether it was traditional big print technologies or new, or new opportunities, visitors to drupa arrived ready to invest in the future. According to the show's host Messe Düsseldorf, 54% of visitors came to drupa 2016 with concrete investment intentions, and 29% placed orders during



**1: Canon erects eye-catching exhibit central; 2, 3, and 4: CJ shoots Canon exhibit floor from various angles; 5: EFI's CEO Guy Gecht claims the digital future is now during the company's press conference; 6: EFI prints posters with the Matan Quantum; 7: EFI display features printing on textiles via Reggiani digital printers and corrugated substrates for packaging via the Nozomi C1800 digital press; 8: EFI prints on corrugated substrates with the Nozomi C1800.**



drupa with 30% planning to place their orders after drupa. Approximately 60% found new suppliers at drupa. These numbers represent a substantive amount of investment dollars circulating over a short period of time. But, it is those investments that are poised to fuel the future of the print market as a whole, driving innovation, applications, and markets in new directions. Let's look at some of the trends at drupa 2016.

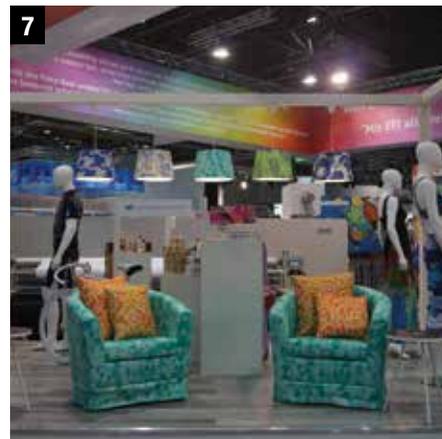
Automation has been making its way slowly into the print industry for several years now, and at drupa, it was evident that trend will only continue.

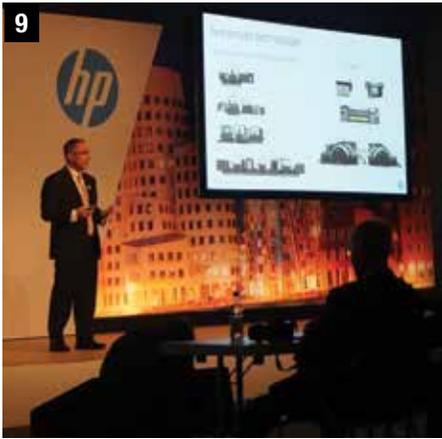
2016, it was evident that trend will only continue. The print market as a whole is really moving away from being an artistic process to being a manufacturing process. While not everyone might agree with that shift, there is no denying that to stay competitive, printers of all sizes and types will need to become more efficient over time.

At drupa, various manufacturers demonstrated ways to streamline the process from the point when the job comes in the door, through the printing and finishing, and off to its final destination. There were also quite a few partnerships announced at the show, as the OEMs are coming together to make

The Process Evolves

Automation has been making its way slowly, but consistently, into the print industry for several years now, and at drupa





**9:** HP Inc.'s GM and Global Head, Graphics Solutions Business, Mike Salfity presents during HP Inc.'s press conference; **10, 11, and 12:** HP stages the largest and most impressive exhibit, occupying an entire building; **13:** Konica Minolta, Inc. press conference participants (from left to right) include: Kevin Abergel, VP of sales and marketing, MGI U.S.A.; Edmond Abergel, CEO, chairman, founder and head of R&D, MGI Digital Technology Group; Katsuaki Komatsu, group executive, inkjet business unit and Toshitaka Uemura, GM, professional print business operations, Konica Minolta, Inc.; Ikuo Nakagawa, president, Konica Minolta Business Solutions, Europe GmbH; Toshimitsu Taiko, executive officer, and Shoen Yamana, president and CEO, Konica Minolta, Inc.; **14:** Yamana with Frank Cannata.



a more seamless operation no matter whose brand is labeled on the equipment. Some of those partnerships included Enfocus Software and Muller Martini; Kodak and Komori; Esko and EFI with the intent to collaborate on a workflow solution for the packaging market; and an announcement by Presstek that its presses will be driven by X-rite.

Expect to see this trend continue in the coming years. More and more manufacturers — on both the hardware and software sides — recognize the need to have systems that can talk to and integrate with everyone else. There are already several standards and specifications in the market to help facilitate this process, but as the equipment and software continues to improve, expect those to evolve as well.

#### Packing It In

As our industry moves more toward a manufacturing mentality, a related trend witnessed throughout drupa's exhibit areas was the increase of packaging ap-

As our industry moves more toward a manufacturing mentality, a related trend witnessed throughout drupa's exhibit areas was the increase of packaging applications.

plications. New machines, software, innovative technology demos, new substrates, and packaging were all on display.

In the past, packaging and label printers were a subset of the print market without much crossover. Print service providers, large or small, didn't compete for packaging jobs, and packaging printers focused exclusively on that type of work. However, that dynamic is changing.

Inkjet, in particular, is beginning to have a huge impact on the packaging market, with new machines from a wide range of OEMs either being introduced at drupa 2016 or demonstrated as proof-of-concept that will hit the market in the next few years. Xeikon, Bobst, Screen, and Landa are just a few of the manufacturers that presented new machines that were either dedicated to packaging applications or put those types of jobs front and center along with other printing applications.

There has also been an explosion of inks



15: MGI press conference participants (from left to right) include Michael Abergel, EVP and managing director, MGI U.S.A.; Toshitaka Uemura, GM, professional print business operations, Konica Minolta, Inc.; Edmond Abergel, CEO, chairman, founder and head of R&D and Victor Abergel, EVP and managing director, MGI Digital Technology Group, MGI France; Kevin Abergel, VP of sales and marketing, MGI U.S.A.; 16: Konica Minolta, Inc. makes an impressive showing via an expansive, spacious and interactive exhibit; 17: Ricoh Company Ltd.'s impending "flat-bed printing" partnership with EFI on display on the perimeter of the Ricoh exhibit; 18, 19, and 20: CJ Cannata shoots Ricoh's dynamically impressive and expansive exhibition from various angles.

and processes that are food-safe in the inkjet market, opening up what can be printed in this fashion even further. Fujifilm, for example, announced water-based inks for packaging applications, and Merck showed RGB inks that offer greater brilliance and luster and are specifically targeted to packaging applications, an event theme.

Print service providers, large or small, didn't compete for packaging jobs, and packaging printers focused exclusively on that type of work. However, that dynamic is changing.

With these new machines, nearly any printer willing to make an investment can add packaging to his or her mix of services. This means these printers can integrate themselves even further into their clients' organizations with the ability to win business for direct-mail campaigns, financial statements, packaging, and shipping and labeling. It is an opportunity to be more than just a lowest bidder provider.

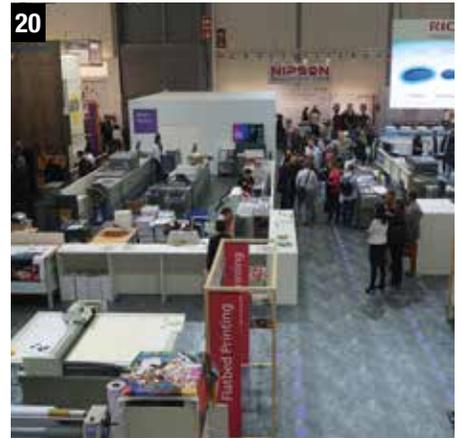
### Another Dimension

Another trend starting to make waves across the industry—and again pointing toward a more manufacturing-centric future—is 3D printing. When most people

think about 3D printing, they think of the small, consumer machines used to print little plastic figurines. Or, they view it as a futuristic technology that isn't yet relevant.

The truth is 3D printing is rapidly evolving, and 3D printer manufacturers are targeting the print industry. Some manufacturers even believe there's an opportunity within small and quick-print shops. With 3D printing's technology, small and quick-print shops for small runs of prototypes and promotional items for businesses that prefer not to invest in their own 3D printer. It's debatable as to whether or not the manufacturers are on the right track here because hardware costs are still high and output is delivered at a snail's pace—not what one would call "quick printing."

Massivit 3D Printing Technologies was one of drupa's vendors launching a new machine to target this specific market. Its 1800 Series machine is both fast and capable of printing large format displays and graphics, taking it out of the realm





21: Xerox Corporation's Jeff Jacobson, president, Xerox Technology Business, and soon-to-be CEO once separation is complete, presents at Xerox's press conference; 22: Xerox conducts a press conference panel that (from left to right) includes: Xerox Corporation's Andrew Copley, president, global graphic communications operations; Ursula Burns, chairman and chief executive officer; Robert Stabler, senior vice president, general manager, graphic communications business group; and Jeff Jacobson; 23: Xerox lets the work flow across the globe during a presentation at drupa 2016, during which its customers experienced the power of automation, integration, and value-added applications; 24: CJ Cannata takes a moment to shoot Xerox's high-traffic exhibition.



### A Personal Touch

Over the past several years, personalized print has been expanding, and it was evident at drupa that the push forward won't be slowing down any time soon. One of the leading software vendors in the personalized, one-to-one marketing space, XMPie, announced it is expanding its offerings by partnering with Handwriting.io, an application program interface (API) that incorporates handwriting into a wide range of technologies and applications. This partnership opens up the possibility of including personalized, handwritten notes in marketing campaigns, rather than the standard text we see today.

HP also announced the HP OneBook. The software suite bridges the divide between the artistic and manufacturing process, providing workflow solutions for book publishers that can make long runs not only more efficient but also more effective down to a run of a single piece. HP's goal with the new software is to make it easier for printers and publishers to offer more efficient and customizable options that are more attractive to today's buyers.

Consumers are becoming accustomed to advertising that is targeted to them. As the ability to create more precise demographic profiles improves, along with the desire for marketing that is more finely tuned, the print industry is rising to meet this challenge.

Packaging will also see continued innovations, as well as a growing convergence of the types of printers who offer these services.

### Looking Ahead

The next drupa is scheduled for 2020. Between now and then, I think we should expect to see the print industry continuing its evolution from an artistic to a manufacturing focus, while inkjet technologies further improve and expand the markets they can service. Packaging will also see continued innovations, as well as a growing convergence of the types of printers who offer these types of services.

It is an exciting time to be a printer, as well as a dealer, serving the print industry, particularly with the potential paths to greater growth and wider opportunities.

CR

### Questions About This Story?

Contact Scott Cullen  
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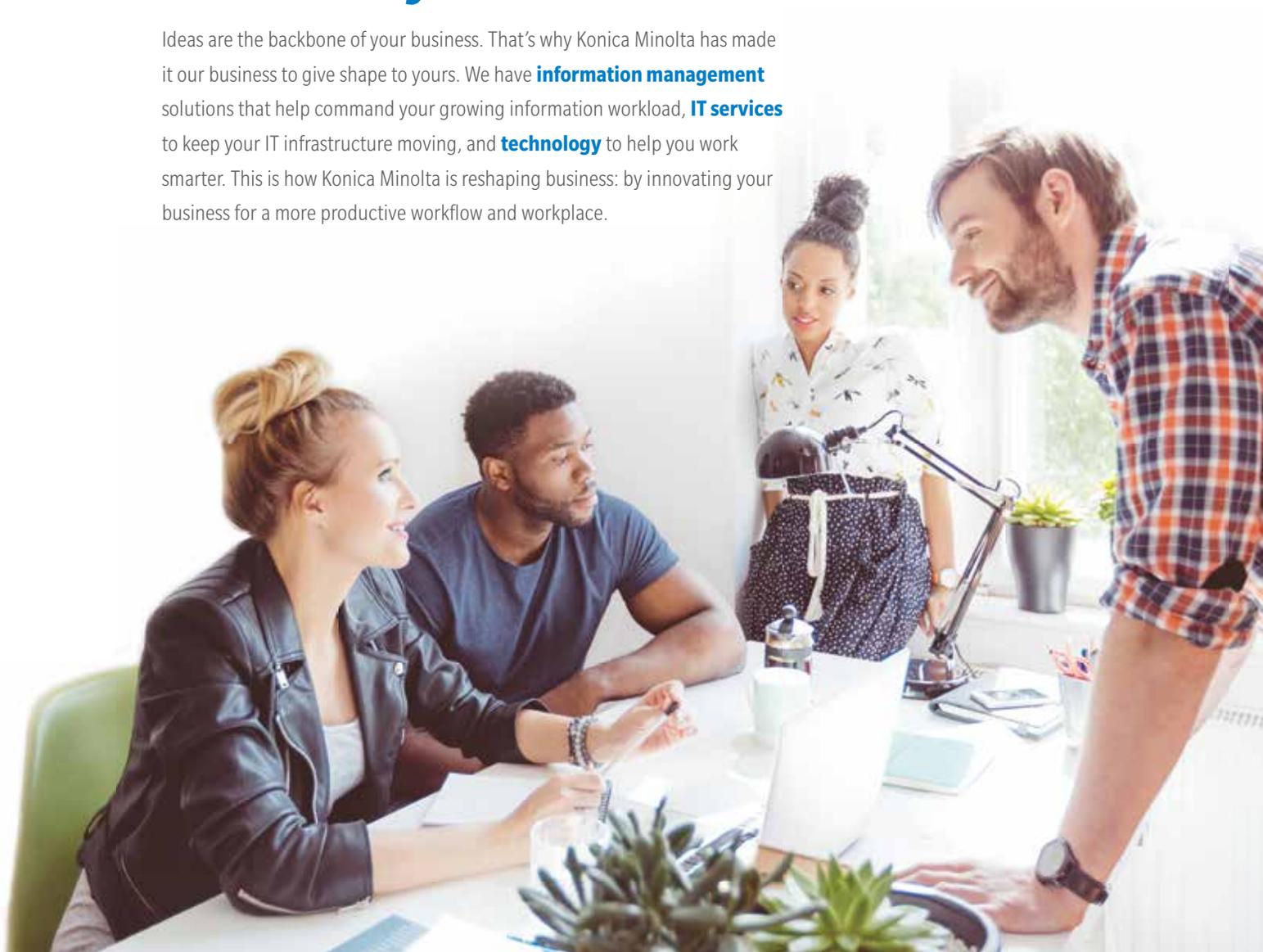
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# Packaging the Future of Print

Inkjet, High-Speed Versatility, Corrugated Substrates, Latex, Labeling, and JETvarnish Dominate World's Premier Print Show

By Frank G. Cannata



The three overarching trends at drupa 2016 were high-speed inkjet, versatility, and packaging, along with a move further upstream by traditional imaging channel OEMs. This was my third, and CJ's first, visit to drupa. We were among the 1,900 journalists from 74 countries who traveled to Düsseldorf, Germany for this year's event, which ran from May 31 through June 10.

To give you a sense of the size and scope of this show there were 1,837 exhibitors from 54 countries with approximately 260,000 visitors from 188 countries. The fairgrounds encompassed 19 buildings, 17 housing exhibitors.

With so much to choose from and less than a week to spend at the conference, CJ and I concentrated our attention on companies that are most familiar to our dealer audience—Canon, EFI, HP, Konica Minolta, MGI, Ricoh, and Xerox. It was interesting to see the investment companies like Canon, Konica Minolta, Ricoh, and Xerox

are making in developing equipment for the industrial and commercial print space. These are some of our industry's biggest MFP vendors, so what resources they're placing in this high-end segment is worth noting and monitoring.

The following is what we consider the highlights from Canon, EFI, HP, Konica Minolta, Ricoh, and Xerox. While these products and technologies may not have an immediate impact on your product offerings and go-to-market strategy, they offer a glimpse into a promising business segment for these manufacturers, and by extension, resellers of their products.

## Konica Minolta Focuses on Packaging and High Print Volumes

Konica Minolta is targeting the label and packaging industries and could not have picked a better venue to demonstrate this capability of its products. A combination of its bizhub PRESS C71cf, GM DC330 Mini finisher, and MGI's JETvarnish

showcased Konica Minolta's capabilities here. The MGI JETvarnish provides 3D or traditional flat spot UV coating on runs from one to thousands. According to Konica Minolta, integrating the press with MGI's JETvarnish reduces label print run lengths, provides faster delivery times, and leads to value-added on demand label runs.

In the digitally printed packaging space, Konica Minolta demonstrated a new technology—KM-C. This flatbed B1 format inkjet digital press has been designed for folding carton and thin corrugated applications at a thickness of 0.3 to 1.2mm.

Drupa was also an opportunity for Konica Minolta to officially launch the KM-1 B2+ inkjet press. (We first saw a prototype at Graph Expo 2013.) The KM-1, co-developed with KOMORI Corp., illustrates Konica Minolta's commitment to compete at the highest volume levels of print. The standalone capabilities of the KM-1 enables printers to move short-run offset

to digital inkjet while facilitating hybrid printing by integrating it into existing off-set processes. The KM-1 also offers duplex printing and can accommodate larger sheet sizes, as well as print on packaging board, lightweight papers, and textured stock. The KM-1 was demonstrated in combination with MGI's JETvarnish.

### EFI Takes Another Step Up

Introduced on May 30, the EFI Nozomi C18000 (named after the Japanese bullet train that travels between Tokyo and Kyoto) is EFI's largest digital inkjet press to date. It uses single-pass LED technology and operates at up to 75 linear meters (246 linear feet) per minute. The 1.8m-wide EFI Nozomi C18000 provides corrugated manufacturers with a wide color gamut and broader design options for corrugated board output. The speed and flexibility allows for fast turnaround times with low production costs, particularly for short runs. It sells for \$3 million, a price EFI describes as a "low acquisition price with significant total cost of ownership advantages."

When a software company such as EFI starts building print engines, it does so with a unique approach to product design. Its years of working with print-engine manufacturers provide EFI with an excellent understanding of how to improve engine performance for OEM-designed print devices. This knowledge of front-end technology, graphics output, web-to-print demands, and working in the cloud provides EFI with predesign expertise that allows the company to build products such as Nozomi.

### HP Showcases Everything but the Kitchen Sink

The HP exhibit filled an entire building and encompassed virtually every technology it markets for production, high-volume, and wide-format printing. Also on display was the company's Indigo product lineup, including the new Indigo Digital Combination Press, which enables HP Indigo print and digital embellishments in a single pass. HP also announced early customer adoption of its new HP Indi-

The KM-1, co-developed with KOMORI Corp., illustrates Konica Minolta's commitment to compete at the highest volume levels of print.



Above: Konica Minolta showcased the KM-1, co-developed with KOMORI Corp.  
Below: EFI displays a comprehensive Imaging of Things.



The 1.8m-wide EFI Nozomi C18000 provides corrugated manufacturers with a wide color gamut and broader design options for corrugated board output.

go 12000, 8000, 7900, and 5900 digital presses and the first beta customer for the HP Indigo 50000.

HP is leveraging its 30-year history with thermal inkjet and has coupled that with its single-pass HP PageWide printing

technology. The result is the new HP PageWide C500 press that serves as an offset-quality inkjet cost solution powered by HP PageWide technology for corrugated direct-to-board printing.

The HP PageWide C500 is designed to

Digital printing is the fastest growing segment in packaging with a projected annual growth rate of 17% in a market expected to be worth \$19 billion by 2019.



Above: HP's exhibition occupies the entirety of building 17.  
Below: Attendees listen attentively during a demonstration at the Xerox exhibition.



According to InfoTrends, global production color inkjet print volume is expected to grow 23% through 2019.

integrate into a standard production environment, from large integrated packaging converters with centralized or distributed printing, to small, independent sheet plants, enabling customers to affordably adopt digital technology for mainstream production and reinvent

a segment ripe with opportunity. Digital printing is the fastest growing segment in packaging with a projected annual growth rate of 17% in a market expected to be worth \$19 billion by 2019, according to an article by Vlad Savinov in the publication *packagePRINTING*.

HP plans on taking the lead in that business in much the same way it has captured the industrial print market.

#### Xerox Picks Up the Inkjet Pace

Xerox has been slow to participate in the explosion of inkjet in the production and industrial print sector. According to InfoTrends, global production color inkjet print volume is expected to grow 23% through 2019. You have to give Xerox credit when the company finally makes a move because it is generally well thought out and with some interesting product differentiation. Because Xerox is late to the party, partnering or acquisition offer the best and quickest way for the company to enter this space.

Xerox showcased two new platforms that provide a wide range of products. Those include the cut-sheet Xerox Brenva HD Production Inkjet Press and the continuous feed Xerox Trivor 2400 Inkjet Press. On the partnership side, Xerox and KBA-Sheetfed Solutions, a division of the Koenig & Bauer Group, have jointly developed a first-of-its-kind 40-inch, B1 digital sheetfed press for the folding-carton market. The KBA VariJETR 106 powered by Xerox can even run multiple versions of the same carton. It is the tried-and-true approach of going digital and printing on demand, a story Xerox knows very well.

Personalization remains at the forefront of today's digital printing solutions. XMPie, a Xerox company, demonstrated a new workflow solution for personalized catalog production on the Trivor 2400. This latest development uses Xerox FreeFlow Core to automate the entire workflow process along with XMPie Personal Effect to create customized content that addresses special customer requests such as an individual's name, company name, logo etc.

#### Canon Leverages Océ Connection

Canon traveled to drupa to launch the Océ Arizona 2200 Series of UV flatbed printers—the 2200 and 2280. The new series is designed to address the demand

for increased capacity and versatility. More than likely, it was to counter the competition from HP and EFI. That is not to take anything away from the original Arizona 600 series, but competition has moved the needle and these updates are comprehensive and should give Canon a more competitive product in this segment of the market.

Two important aspects of the new Arizona Series allow print service providers (PSPs) to provide shorter turnaround times by offering speeds of up to 63.4 m/hr. Another key benefit is the availability of the new six-color Océ VariaDot grayscale printing technology that allows the Arizona to address demands beyond sign and display applications into the photographic and fine art market.

Canon has come a long way in production print in the last 10 years. The acquisition of Océ has propelled this company into the upper tier of the market. Coupled with its strong color graphic history, this has become a successful acquisition.

drupa 2016 was also the site of the first public exhibition of the Océ ImageStream 2400 continuous-feed inkjet press for printing on standard offset media (originally launched February 2015) and the global launch of the Océ ColorStream 6000 Chroma continuous inkjet press, featuring Chromera inks for high-quality graphic arts application. In addition, Canon launched the ColorGrip option and new inks for the Océ VarioPrint i300 cutsheet inkjet press. These options provide competitive color reproduction on standard offset coated media.

### Ricoh Highlights EFI's VUTEk Models

Ricoh didn't reveal anything new at drupa other than the news it is private-labeling two EFI VUTEk models, the 1625 and 2000. EFI has already private labeled the 1625 to Konica Minolta who has enjoyed great success with this product but is limited to selling it only in the U.S. EFI CEO Guy Gecht told us that Ricoh has committed to marketing the EFI industrial printers in Latin America, as well as in Europe.

Canon has come a long way in production print in the last 10 years. The acquisition of Océ has propelled this company into the upper tier of the market.



Above: Canon exhibit at drupa 2016 features applications (upper left) printed on the image-PRESS and packaging on the Arizona. Below: CJ Cannata shoots Ricoh's exhibition.



Ricoh didn't reveal anything new at drupa other than the news it is private-labeling two EFI VUTEk models, the 1625 and 2000.

However, we fully expect Ricoh to offer the two EFI products in North America. We're expecting to hear more about that at Ricoh's October dealer meeting.

Ricoh also demonstrated various hardware and software solutions such as the

Pro VC 60000 running a variety of media roll-to-roll and roll-to-sheet. Also on display was the single-engine Pro VC60000, as well as color cut-sheet presses, including the Ricoh Pro C9110 and the Ricoh Pro C7100x. Print production performance for this broad portfolio of production

printers was strengthened by an array of pre-drupa media and finishing announce-

### Konica Minolta Raises the Stakes

At drupa, Shoei Yamana, CEO of Konica Minolta, Inc., announced that the company has increased its financial stake in MGI Digital Technology, the France-based decorative printing equipment manufacturer. Konica Minolta has had a financial and strategic alliance with MGI since January 2014. Konica Minolta's greater stake was accomplished through the acquisition of an additional 30.5% of MGI's shares, thus increasing Konica Minolta's holding in the company to 40.5% and add-

ments. These included the new aqueous resin (AR) latex inks for the Ricoh Pro

ing MGI's products for commercial print, labels, and packaging to Konica Minolta's portfolio.

With the additional investment in place, Konica Minolta intends to use MGI's R&D to accelerate its efforts in the development of applications in areas such as labels and packaging. As CJ Cannata observed after this press conference, dealers must look at where their manufacturers are making substantial investments and develop the capabilities to compete in this segment of the market.

large-format L4100 printer. Ricoh also unveiled enhanced finishing capabilities (provided by the Watkiss PowerSquare 224 booklet maker running inline) for the Pro C9100 series, Pro C7100x series, and the Ricoh Pro 8100 series digital presses. Shown for the first time was the banner option for the Pro C7100x and Pro C9100 digital presses. Ricoh also presented its TotalFlow Cloud Suite, a hosted portfolio of cloud-based services comprised of selected Ricoh software and Ricoh-endorsed third-party solutions.

CR

### Questions About This Story?

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# Navigating the Future

## Take a Closer Look at Where Manufacturers Are Making Their Most Significant Investments

By CJ Cannata

Among Frank, Scott, and myself, we have collectively heard that many in the dealer community feel that manufacturers have become less transparent with them about what the future holds. I believe that some of this is a result of the many different areas various manufacturers are exploring and emphasizing at their respective dealer meetings and expositions, and because dealers may not be spending enough time doing their own research.

There's a lot of information to absorb and process, but as with every other industry in the U.S. and around the world today, we can all only expect more change.

The industry was already well into a state of flux when I joined The Cannata Report back in January 2013, but more recent buzzwords and technologies such as data in versus data out, information/content management, the Internet of Things, robotics, the smart office, and the entry of traditional MFP manufacturers such as

Canon, Inc. (Canon), Konica Minolta, Inc. (Konica Minolta), and Ricoh Company Ltd. (Ricoh) into the industrial printing space were not the primary talk track at that point at all. But today, all of these areas have rapidly moved toward the center of the conversation.

If you've attended major industry-agnostic events, including MWAi's Executive Connection Summit in Phoenix this past February or BTA's 90th Anniversary Event in Kansas City in June, you would have seen leading executives such as Konica Minolta Business Solutions U.S.A., Inc.'s President and CEO Rick Taylor and Sharp Information Company of America, Inc. President Doug Albrechts speaking to some of these topics and encouraging dealers, in the strongest possible terms, to take a serious look at them for the future.

The message is clear. Most manufacturers still expect their dealers to move MFPs.

But at the same time, manufacturer-dealer advocates like Albrechts and Taylor, along with press vehicles like The Cannata Report, are advising dealers that if they want to remain relevant in the office, they'd better embrace some of these newer technologies. If they want to remain relevant in imaging, they must begin migrating their businesses beyond the office and into new markets such as industrial print—and that was the single most important observation we made at drupa 2016.

If you feel that manufacturers are giving you mixed signals, or you are not clear on where to focus, the answer is simple. Conduct your own research and look at where manufacturers are investing their money. No one has an infinite research and development budget. It was to me obvious at drupa 2016 that, in terms of the imaging space, the major traditional MFP manufacturers (Canon, Konica Minolta, and Ricoh) are spending more than a substantial amount of their R&D dollars on high-volume/digital/industrial print. That's a sure sign as to where they see a significant future opportunity.

CR

### Questions About This Story?

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# Millennial Madness

Terms Like Millennials and Baby Boomers Merely Convenient Lens Through Which We View People

By Scott Cullen

**Editor's Note:** This is an occasional column where we share an opposing viewpoint on an industry trend or industry issue.

Correct me if I'm wrong. Doesn't it seem as if every industry and media outlet has some sort of ongoing discussion pertaining working with millennials nowadays? How do you work with them? How do you reach them? How do you market to them? How do you talk to them? What will they do? What won't they do? How long will they stay with your organization before moving on? What's wrong with them?

You know exactly what I'm saying. For some reason, "millennial" has become the buzzword du jour.

Leave it to a couple of millennials to point me in the right direction to place this millennial madness that's sweeping the office technology industry and everywhere else in perspective.

Recently, my daughter, a millennial, turned me onto a YouTube video featuring the comedian Adam Conover, another millennial and host of the TruTV's Adam

Ruins Everything, an educational comedy program that dispels common misconceptions about the millennial generation. The YouTube video was a presentation given by Conover at a marketing conference. His talk was mostly serious, albeit injected with humor that dispelled misconceptions about millennials.

According to Conover and an increasingly more vocal population of members of this younger generation, millennials don't exist—at least the stereotypical image of a lazy, entitled, narcissistic 20-something who lives with their parents and is always on their phone. As he told his audience of marketers, if you try to market to this image, "you will end up completely alienating your audience because millennials hate this #\$\$%@!"

Conover contends that similar stereotypes have been applied to Baby Boomers, Generation X, and other generations dating back to the beginning of the 20th century. "We made them up," he said about

**Millennials don't exist—at least the stereotypical image of a lazy, entitled, narcissistic 20-something who lives with their parents and is always on their phone.**

these terms used to describe the various generations. For instance, the novelist Douglas Copeland, who wrote the novel "Generation X" in the early 1990s, coined the term Generation X.

With regard to the upcoming generation of today's times, Conover says the real winners are William Strauss and Neil Howe, who wrote about millennials in "Generations: The History of America's Future, 1584 to 2069" and "Millennials Rising: The Next Generation."

"They got to pick what they thought differentiated this generation from the [generation] before," said Conover.

**“There’s a lot of people alive at the same time and different amounts of them. Generations are a convenient lens in which we look at people,” Conover said.**

Strauss and Howe have continued to cash in on this millennial madness with their consulting company that advises major corporations like Walmart and organizations such as the NRA and the Coast Guard on how to appeal to millennials.

Showing a chart of various generations dating back to 1900, along with data revealing the number of people born during a typical time period, Conover argues that terms such as millennials and Baby Boomers are nothing more than an artificial way of dividing up generations.

“What really exists is people,” he said. “There’s a lot of people alive at the same time and different amounts of them. Generations are a convenient lens in which we look at people.”

That lens is not always accurate in what it depicts. One of the problems that Conover sees when segmenting generations like this is that those categories often reveal our own prejudices and opinions of the people we’re describing. That generational thinking in Conover’s opinion has historically been reductive and condescending to the people being described. It’s not a new phenomenon either. He referenced the ancient Greek economist Hesiad, who said this about the younger generation: “They only care about frivolous things. When I was a boy, we were taught to be discrete and respectful of elders, but the present youth are exceedingly impatient of restraint.”

Sound familiar?

“It’s just #\$\$@ old people say about young people,” observed Conover. “When you look at the history of talking about generations in this country, it’s the

same story over and over again.” Or how about this quote from a Life magazine article about the Baby Boomers from 1968, “Even as I said it, I knew the phrase ‘to make a living’ would have absolutely no meaning to these children of the affluent society.”

“Most of the time when we talk about generations in the media, they’re usually just using insulting stereotypes,” said Conover. “The stereotypes you hear about millennials aren’t true.”

Statistics and research also dispel the myth that millennials are entitled and narcissistic. “Why is it that 61% of college seniors held internships and nearly half of those were unpaid?” asked Conover. “Can you imagine another generation willing to work for free?”

Referencing a study that revealed that college students are more narcissistic than other generations, Conover asked why it is that millennials rank the skills they find most important as being a good parent, a successful marriage, helping others in need, and owning a home.

Another myth busted by Conover is the one about millennials always being on their phone or mobile device. Take a close look around you. Millennials aren’t the only ones on their phone. Everybody is. As Conover said, “It’s the most revolutionary device in our lifetimes.”

When marketing to millennials, or even working with them, Conover recommended dropping the pandering, condescension, and generalizations, as well as insults to their intelligence.

“If we just treat them with respect, we’ll do pretty good,” suggested Conover. “Ask yourself, what will reach me? It will probably appeal to them too. They just want to be talked to like you would anyone else.”

**Mainstream Media Weighs In**

A recent article in The New York Times (May 25, 2016), “Corporate America Chases the Mythical Millennial,” even

does its part in dismantling millennial myths. As the author, Farhad Manjoo, reported, “...one of the primary functions of the media these days is to traffic in gleefully broad generalizations and criticisms of millennials, the more than 75 million Americans born about 1980 to 2000.”

He continued, “Although millennials are now the largest demographic group in the country, and though they are more racially diverse than any other generation in American history, they are often depicted...as a collectively homogeneous cliché.”

Manjoo acknowledged that while this demographic group exists as an amorphous bloc, macroscale demographic trends rarely govern most individuals’ life and work decisions.

“For most practical purposes — hiring and managing, selling to, creating products for — your company may be better off recognizing more discrete and meaningful characteristics in workers and customers than simply the year of their birth,” he recommended.

Reading the Times article and listening to Conover’s presentation got me thinking about this industry’s current obsession with millennials. I think those buzzing about millennials are missing the point.

Millennials aren’t the issue, rather it’s technology’s impact and our evolving attitudes about work, including how and where we work, as well as the work/life balance. It has little or nothing to do with what generation you belong to. It’s about trends and new technologies, and it just so happens that in many cases, younger people are the first to embrace those trends and new technologies.

I’ll end with a final thought, when I was a kid...

On second thought, I’m not going there. 

**Questions About This Story?**

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## SOCIAL NETWORKING WITH

# Copier Fax Business Technologies’ David Scibetta

By Scott Cullen

**Editor’s Note:** In this new column, you will get to know key players across the industry on a more personal level. In keeping with this month’s theme, our first subject is one of the most prominently featured Young Influencers of 2015..

We’re grateful to report that our series on veterans has garnered much positive reaction from our audience. We are also particularly pleased about the response to our book reviews addressing our veterans’ sacrifices. We will continue to tell the stories of the men and women who have worn the uniform, particularly those who have made the ultimate sacrifice. In an effort to tell more personal stories, we spoke to David Scibetta, executive vice president and CIO at Copier Fax Business Technologies in Buffalo, New York.

Scibetta has come a long way since joining his father Al’s company 19 years ago. Today, he’s the technology guru behind the dealership’s Documentelligence solutions sales and services initiative. If it’s technology-oriented, solutions-oriented, or networking-oriented, it falls within David’s area of technological knowhow.



Little-known fact: After high school, Scibetta entered St. Bonaventure as a journalism major, dropping out after a semester to work in the family business. But, he didn’t drop out of school permanently. Scibetta ended up going back to earn a degree in English at the University of Buffalo while working full time at Copier Fax. He credits a bill he received for a student loan after dropping out as the kick in the butt he needed to complete his education.

**CR** | *What were you like growing up?*

**Scibetta:** I wasn’t a bad kid. I never got into a lot of trouble. I was never an A student. I did just enough to get by. My favorite class was gym.

**CR** | *What’s the dumbest thing you ever did as a kid?*

# “I love this damn industry. You fall in love with this girl and you’ll never get her out of your heart,” Scibetta said.

**Scibetta:** I was next door at my friend Eddie’s house around Christmas, and we spray-painted his name on the couch in their living room and then lit the couch on fire. The fire trucks arrived with one of the fireman dressed as Santa. They found the lighter we had thrown away. I was shoveling snow for the rest of the winter.

I still can’t live that down.

**CR** | *Have you ever lived anywhere but Buffalo?*

**Scibetta:** Once a ‘Buffalonian,’ always a ‘Buffalonian.’ It’s a great family city, a great place to grow up, good schools, great friends.

**CR** | *You’re a huge Buffalo Bills and Buffalo Sabres fan. What’s your favorite Sabres moment?*

**Scibetta:** I was at Game 7 of the Ottawa series in 1997 when Derek Plante scored the winning goal in overtime.

**CR** | *Have you ever had any doubts about your choice of career?*

**Scibetta:** I love this damn industry. You fall in love with this girl and you’ll never get her out of your heart.

**CR** | *What’s the best advice anyone has ever given you?*

**Scibetta:** Slow down. I have the tendency to get fired up and start moving at a speed

where I don’t even know if I understand what’s coming out of my mouth. I apply that advice in our normal, day-to-day sales, with my employees, and with the business. Slow down, take a step back, catch your breath, and get back in it.

**CR** | *What’s the biggest mistake you’ve made in your career up to this point?*

**Scibetta:** Losing my temper. That’s part of slowing down, then being reasonable, and moving on.

**CR** | *What’s the one technology you can’t live without?*

**Scibetta:** My iPhone.

**CR** | *What’s the one expression or phrase that drives you crazy every time you hear it?*

**Scibetta:** “That’s the way we have always done it.”

**CR** | *What’s the one thing you do that drives your wife crazy?*

**Scibetta:** I’m the king of procrastination. I get it done but not in an efficient way.

**CR** | *What do you do for fun when you’re not working?*

**Scibetta:** I like to cook. I grill and I have a smoker. I’m always smoking meats. My wife and I love to have people over. I usually cook way too much for the [number of] people we have over.

**CR** | *If you’re going to have a last meal, what’s on the menu?*

**Scibetta:** Asian food. Lots of it.

**CR** | *What’s the last TV show that you binge-watched?*

**Scibetta:** House of Cards.

**CR** | *What’s the one movie you’re embarrassed to say you can watch again and again?*

# “I used to write for the school paper, and I used to write short stories and poetry.” said Scibetta.

**Scibetta:** Love Actually. Or any British romantic comedy.

**CR** | *What’s the one thing you’re good at that would surprise your employees, and peers and associates in the industry?*

**Scibetta:** Writing. I used to write for the school paper, and I used to write short stories and poetry.

**CR** | *Do you still write?*

**Scibetta:** Proposals. Writing translates well [to what I do] because in our business we do a lot of creative thinking and a lot of writing. I think I’m still pretty good at it.

**CR** | *If you could pick any career other than the one you’re in now, what would it be?*

**Scibetta:** Running a big tech company like an Apple or Google—a big monstrous player that can guide people in a direction like those two companies have. The trends they set, the things they invent, the things they sell can transform people’s lives, and how they communicate. I would love to be in an executive position role working on those projects.

**CR**

## Questions About This Story?

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Key Confirmed Industry Events Calendar  
(Q2 2016-Q1 2017)

Note that The Cannata Report will be represented at the events marked with an asterisk. To inquire about making a listing or which members of The Cannata Report will attend events as indicated, email [cjcannta@cannatareport.com](mailto:cjcannta@cannatareport.com).

HP Industry Analyst Summit  
Hyatt Boston Harbor Waterfront  
Boston, Mass.  
June 20-22  
Boston, MA

Managed IT Sales Simplicity  
Seminars with Alex Rogers  
GreatAmerica Headquarters  
Cedar Rapids, Iowa  
June 21 & 22 2016  
Register: [www.greatamerica.com](http://www.greatamerica.com)

CDA Summer CEO Meeting  
N/A  
Nashville, Tenn.  
July 13-16  
Register: [www.cdainfo.org](http://www.cdainfo.org)

Managed IT Sales Simplicity  
Seminars with Alex Rogers  
GreatAmerica Headquarters  
Cedar Rapids, Iowa  
August 2-3, 2016  
Register: [www.greatamerica.com](http://www.greatamerica.com)

BTA West  
The Mirage  
Las Vegas, Nev.  
August 4-5  
Details: [www.bta.org](http://www.bta.org)

Canon's Inaugural Analyst  
Summit  
Canon America Headquarters  
1 Canon Park  
Melville, N.Y.  
August 9-10

KMBS Dealer Meeting 2016\*  
Various venues; additional details  
TBA  
Aspen, CO  
August 28-31

The Top 100 Summit\*  
Loews Corando Bay  
San Diego, Calif.  
September 7-10  
Details: [www.printaudit.com](http://www.printaudit.com)

SGIA Expo 2016\*  
Las Vegas Convention Center  
Las Vegas, Nev.  
September 14-16  
Register: [www.sgia.org](http://www.sgia.org)

Grand Slam  
Hosted by BTA East  
The Westin Copley Place  
Boston, Mass.  
September 15-16  
Details: [www.bta.org](http://www.bta.org)

Graph Expo 2016\*  
Orlando's Orange County Con-  
vention Center  
Orlando, Fla.  
September 25-28  
[www.graphexpo.com](http://www.graphexpo.com)

Navigate 2016: Continuum's  
User Conference\*  
The Seaport World Trade Center  
Boston, Mass.  
September 28-30  
[www.continuum.net](http://www.continuum.net)

BPCA 2016 Fall Owner Meeting  
Meritage Resort  
Napa, Calif.  
October 2-6

The Cannata Report's 31st  
Annual Awards & Charities  
Dinner\*\*  
Westminster Hotel  
Livingston, N.J.  
Details: [www.thecannatareport.com/Dinner31](http://www.thecannatareport.com/Dinner31)

**Added due to popular demand**  
Managed IT Sales Simplicity  
Seminar with Alex Rogers  
Mitel Training Center  
Atlanta, Geor.  
October 4-5  
Register: [www.greatamerica.com](http://www.greatamerica.com)

CDA Fall CDA Meeting  
Venue: TBA  
Napa Valley, Calif.  
October 12-14  
Register: [www.cdainfo.org](http://www.cdainfo.org)

Encompass 2016:  
Square 9 Dealer Conference\*  
Opal Sands Resort  
Clearwater Fla.  
October 11-13  
Details:  
[www.encompassconference.com](http://www.encompassconference.com)

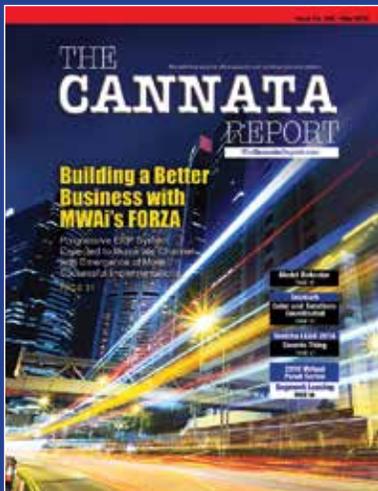
Fall Colors Retreat  
Hosted by BTA Southeast  
Venue: TBA  
Asheville, N.C.  
October 21-22  
Details: [www.bta.org](http://www.bta.org)

Ricoh Dealer Meeting 2016\*  
Venue: TBA  
Las Vegas, Nev.  
October 24-26

The Jillian Fund's Second Annu-  
al Big Night Out\*  
The Venetian  
Garfield, N.J.  
November 2  
Details:  
[www.thejillianfund.org](http://www.thejillianfund.org)

EFI Connect Users Conference\*  
The Wynn  
Las Vegas, Nev.  
January 17-20, 2017  
Register:  
[www.efi.com/connect](http://www.efi.com/connect)

\*Denotes that one or more  
representatives from The Can-  
nata Report will attend. Email  
[cjcannta@cannatareport.com](mailto:cjcannta@cannatareport.com)  
with any questions.



UP NEXT  
By CJ Cannata

While finalizing this month's 3rd annual Young Influencers (YI) issue, the anchor to our YI franchise presented and expanded upon with ACDI's support, we also wrapped the cover story photo shoot for our 3rd annual Women Influencers issue presented and expanded upon by AMETEK ESP. This year's coverage will also include a video short featuring thematically relevant commentary by each of three subjects of the shoot

and cover story while on set, along with behind-the-scenes footage.

Our travel schedule this summer is limited, but we will using that time as an opportunity to meet with Datamax President and board member of The Cannata Report Barry Simon and ACDI President Josh Lane within the next four weeks, both of whom are sure to inspire some noteworthy editorial.

Simultaneously, we are tabulating the results of our 2016 survey and finalizing details for The Cannata Report's 31st Annual Awards & Charities Dinner and inaugural Women Influencers Brunch. Stay tuned as announcements continue.

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