

# THE CANNATA REPORT

## 39TH ANNUAL DEALER SURVEY

Please be assured that all responses to our Survey are kept confidential. While we require participants to provide us with a name, company affiliation, and email address, it is only to register subscriptions or deliver digital issues of *The Cannata Report*.

Survey respondents not eligible to receive the Kyocera, Ricoh, Sharp, Toshiba, US Bank or Xerox subscription offer will receive our Annual Dealer Survey issues via PDF upon publication in October and November 2024.

### A. OEM Partner Selection\*

- Kyocera
- Ricoh
- Sharp
- Toshiba
- US Bank
- Xerox
- Other

\*Select one applicable partner — if multiple partners apply, choose only one. If no partners apply, check “Other.”

### B. ALL Respondents:

Please fill out these mandatory fields with your contact information. *The Cannata Report* will keep all contact information confidential.

First Name

Last Name

Company Name

Address 1

Address 2

City

State

Zip / Post Code

Email

**C. Respondents who qualify for a complimentary subscription:**

Please provide the name and email address of a colleague you would like to receive the second complimentary subscription:

First Name

Last Name

Email

**NOTES:**

*Subscription offer subject to eligibility. You must be a current partner of Kyocera, Ricoh, Sharp, Toshiba, US Bank or Xerox to be eligible. The Cannata Report will verify all partnership claims. (\*It does not matter if the OEM partner you choose is your primary or a secondary partner, or your A3 or A4 supplier).*

*If you are an existing subscriber, we will extend your subscription and give an additional subscription to a colleague at the Gold level for one year. If you are a new subscriber, we will activate your two subscriptions at the Gold level within seven days of Survey completion. Note: A Gold level subscription includes full access to all content featured on thecannatareport.com, and a downloadable PDF of each monthly issue.*

*If you have any questions, please email [cjcannta@cannatareport.com](mailto:cjcannta@cannatareport.com).*

**1. Rank your three most significant areas of diversification in order of importance:**

- Managed IT Services
- Managed Print Services
- Production print/wide format/industrial print
- Document Management/ECM
- Digital Signage and/or Whiteboards
- Cybersecurity
- Physical Security
- Managed Office/Managed Meeting Rooms
- VoIP

**2. What do you consider the biggest impediment(s) to diversifying your products, solutions, and services offerings?**

- Cost to diversify
- The time required to train staff on a new technology, product, or service
- The need to meet hardware manufacturer's sales quotas for legacy print technology
- Existing sales team capabilities
- Other \_\_\_\_\_

3. List the A3 MFP manufacturers you represent in order of importance:


4. List the A4 MFP manufacturers you represent in order of importance:


5. List the desktop printer (a device with a print-only capability) manufacturers you represent in order of importance:


6. List the leasing companies that currently support your dealership in order of importance to your business:


7. What was your total revenue for 2023 \*

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**Note: THIS QUESTION IS MANDATORY**, and you must answer it in order for your survey response to be complete. *The Cannata Report* will keep this and all other survey data confidential. It will not be shared with anyone outside of The Cannata Report executive team. It is essential for us to collect revenue data to provide an accurate depiction of the dealer universe.

8. What percentage of your revenue was from imaging/print technology (MFPs, printers, production print, etc.) and managed print services?

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9. Was your 2023 total revenue up, down, or the same compared to 2022?

- Up
- Down
- Same

9a. If you answered “up” or “down” to #9, by what percentage did your total revenue increase or decrease?

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**10. Do you provide managed print services (MPS)?**

- Yes
- No

**10a. If you answered "yes" to #10, what percentage of your 2023 imaging/print revenue did MPS represent? If you answered "no" to #10, skip ahead to #12.**

**11. Was your 2023 MPS revenue, up, down or the same compared to 2022.**

- Up
- Down
- Same

**11a. If you answered "up" or "down" to #11, by what percentage did your 2023 MPS revenue increase or decrease? If you answered "no" to #11, skip ahead to #12.**

**12. Do you provide managed IT services?**

*Note: We define providing managed IT services as (1) you manage entire networks, not just the devices that feed into it; and (2) you maintain a help desk for clients under contract.*

- Yes
- No

**12a. If you answered "yes" to #12, please check all that apply regarding managed IT services. If you answered "no" to #12, skip ahead to #13.:**

- I built it myself
- I partner with a manufacturer, leasing company, or other vendor.
- I acquired (an) IT (companies).
- Other – please explain in the box below.

**12b. What percentage of your 2023 revenue did managed IT services represent?**

**12c. Was your 2023 managed IT services revenue up, down or the same compared to 2022?**

- Up
- Down
- Same

**12d. By what percentage did you 2023 IT services revenue increase or decrease?**

**12e. What is the biggest challenge your organization has as a managed IT services provider?**

- Hiring and retaining IT personnel
- Compensating IT personnel
- Building customer trust
- Finding new customers
- Onboarding new IT personnel
- Other – please explain in the box below

**13. Do you engage in production print?**

*Note: We define production print as the marketing of a digital press with a digital front end such as a Fiery controller that enables variable data printing, at minimum. We do not consider light production devices or devices sold for print-for-pay as production print.*

- Yes
- No

**13a. If you answered yes to #13, what is the leading production print brand and model that you sell? If you answered "no" to #13, skip ahead to #14.**

Please limit your response to one product.

**13b. What percentage of your 2023 imaging/print revenue was derived from production print?**

**13c. Was your 2023 production print revenue up, down or the same compared to 2022?**

- Up
- Down
- Same

**13d. By what percentage did your 2023 production print revenue decrease over 2022?**

**14. How many hardware salespeople do you employ?**

**15. What is the total number of your machines in field (MIF)?**

**16. How many dealerships/companies did you acquire in 2023?**

Please list the number of total acquisitions

*The following questions are related to acquisitions. If you did not acquire, skip ahead to #17.*

**16a. How many were dealerships?**

**16b. How many were IT Services companies?**

**16c. How many were other kinds of businesses? Please explain.**

**16d. Approximate revenue from all acquired businesses listed above in #16.**

**17. Are acquisitions in your plan for 2024 and beyond?**

- Yes
- No

**18. What are the areas that give you the greatest cause for concern?** Please check no more than three from the following:

- Competing against manufacturers' branches
- Declining print clicks
- Hiring and retention
- Maintaining profitability
- Effectively diversifying your product/solutions/services offerings
- Other \_\_\_\_\_

**19. How would you rate your primary A3 supplier?**

- Excellent
- Very Good
- Good
- Fair
- Poor

Please share a few words to qualify your rating.

**20. How would you rate your primary A4 MFP supplier?**

- Excellent
- Very Good
- Good
- Fair
- Poor

Please share a few words to qualify your rating.

**21. How would you rate your primary A3 supplier's most recent dealer meeting?** *(Only rate your supplier if they had a dealer meeting in 2023.)*

- Excellent
- Very Good
- Good
- Fair
- Poor

Please share a few words to qualify your rating.

**22. How would you rate your primary leasing partner?**

- Excellent
- Very Good
- Good
- Fair
- Poor

Please share a few words to qualify your rating.

**23. Please vote for the Frank Awards. Winners will be announced at our 39th Annual Awards & Charities Gala.**

**a. Best ECM/Document Management Solution Partner**

The company that provides outstanding products and support and enables you to compete most effectively in the marketplace.

**b. Best Print Management Software Provider**

The company that provides outstanding products and support and enables you to compete most effectively in the marketplace.

**c. Best Manufacturer**

Provides the best overall quality product line and support, particularly inclusive of A3, production and any related devices, and A4.

**d. Best A4 Manufacturer of the Year**

Provides the best overall quality A4-specific product line and support.

**e. Best Production Print Manufacturer**

Must provide a high-volume digital press with speeds in excess of 75 PPM in color and 125 PPM in monochrome that you are currently selling; provides you with the best overall quality production print and product line[s] and support.

**f. Best-in-Class**

Provides the highest level of support overall and is the “easiest” to do business with, which includes facilitating excellent communication between the manufacturer/its corporate headquarters and the independent dealer

**g. Best Leasing Company**

The leasing company that provides the best service, financing, programs, and communication.

**h. Best IT Services/Cybersecurity Partner**

The company or organization that provides the best IT solutions, services, guidance, and support to be successful in the IT services space.

**i. Best Diversification Partner**

The company or organization, not counting your copier/MFP providers, that has best helped you diversify your hardware, solutions, and/or services offerings.

**j. Best Marketing Strategy**

The OEM that most clearly defines how a dealer can capture more market share with a support structure that includes clear and concise marketing strategies and training and onsite visits from staff.

**k. Best Technical Service Provider**

This award recognizes the organization that provides you the fastest response time, offers the most detailed updates and bulletins to address technical issues, and has the most proficient service team to support your service personnel.

**l. Best Male Executive**

*You may vote for an executive from any segment of the industry.*

**Note:** *Please consider voting for an executive with whom you have a current working relationship.*

**m. Best Female Executive**

*You may vote for an executive from any segment of the industry.*

**Note:** *Please consider voting for an executive with whom you have a current working relationship.*

**n. Best Innovator/Innovation**

The individual or organization that has demonstrated exceptional creativity, originality and breakthrough thinking in developing innovative products, services, processes, or solutions.

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