

THE CANNATA REPORT

40TH ANNUAL DEALER SURVEY

In celebration of our 40th Annual Dealer Survey, all respondents who fill out the survey in its entirety will be eligible for a chance to win a monetary prize of \$2,025.40 (four winners in celebration of each decade of our Annual Dealer Survey will be selected at random).

A. Partner Selection *

- ☐ ACDI
- ☐ Kyocera
- ☐ LEAF Commercial Capital
- ☐ Ricoh
- ☐ Sharp
- ☐ Toshiba
- ☐ US Bank
- ☐ Xerox
- ☐ Other

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

Survey respondents who are partners of any of the companies listed above are eligible to receive two complimentary subscriptions to *The Cannata Report*. All others will be emailed PDFs of our Annual Dealer Survey issues upon publication in October and November 2025.

B. Contact Information Please fill out these mandatory fields with your contact information. Please be assured that all responses to our Survey are kept 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

If you have any questions, please email cjcannata@cannatareport.com.

1. What was your total revenue for 2024 *

***Note:** THIS QUESTION IS MANDATORY, and you must answer it 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 The Cannata Report executive team. We need to collect revenue data to accurately depict the dealer universe

2. What percentage of your revenue was from the sales and service of A3 and A4 MFPs and printers?

3. What percentage of your revenue was from managed print services?

4. What percentage of your revenue was from managed IT services?

5. What percentage of your revenue was from production print sales and service? *

***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.

5a. If applicable, who is your primary production print device provider?

6. What percentage of your revenue was from document management/ECM?

7. What percentage of your revenue was from VoIP/UCaaS?

7a. If applicable, who is your preferred VoIP/UCaaS provider?

8. If applicable, what percentage of your revenue was from "other" products or services not listed above?

Note: "other" e.g.: physical security; A/V and/or digital signage, computers/laptops, managed office/related services, water services, shredding services, etc.

8a. If applicable, what is your primary "other" product or service?

9. Was your 2024 total revenue up compared to 2023?

- ☐ Yes
☐ No

9a. If your revenue was up, by what percentage?

9b. Was your 2024 total revenue down compared to 2023?

- ☐ Yes
☐ No

9c. If your revenue was down, by what percentage?

9d. Was you revenue the same in 2024 compared to 2023?

- ☐ Yes
☐ No

10. What are the most significant impediments to diversifying your products, solutions, and services offerings?

11. Please list the A3 MFP manufacturer you represent in order of importance.

A3 MFP Manufacturer #1

A3 MFP Manufacturer #2

A3 MFP Manufacturer #3

12. Please list the A4 MFP manufacturer you represent in order of importance.

A4 MFP Manufacturer #1

A4 MFP Manufacturer #2

A4 MFP Manufacturer #3

13. How would you rate your primary A3 supplier?

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

13a. Why? Please share a few words to qualify your rating.

14. How would you rate your primary A4 MFP supplier?

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

14a. Why? Please share a few words to qualify your rating.

15. 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

15a. Please check all that apply regarding managed IT services:

- ☐ I built it myself.
- ☐ I partner with a manufacturer, leasing company, or other vendor.
- ☐ I acquired (an) IT company (companies).

15b. If you partner, who is your preferred managed IT partner?

16. If you offer managed IT, please answer the following questions that are applicable regarding your 2024 managed IT revenue. If you do not offer managed IT, skip ahead to #17.

16a. Was your 2024 managed IT revenue up compared to 2023?

- ☐ Yes
- ☐ No

16b. If your revenue was up, by what percentage?

16c Was your 2024 managed IT revenue down compared to 2023?

- ☐ Yes
- ☐ No

16d. If your revenue was down, by what percentage?

16e. Was you managed IT revenue the same in 2024 compared to 2023?

- ☐ Yes
- ☐ No

17. List your primary leasing company and one secondary leasing company in order of importance to your business:

17a. How would you rate your primary leasing partner?

- ☐ Excellent
- ☐ Very Good
- ☐ Good
- ☐ Fair
- ☐ Poor

17b. Why? Please share a few words to qualify your rating.

18. How many dealerships/companies did you acquire in 2024?

Other acquisitions

18a. What was the approximate total revenue from all acquisitions in 2024?

19. Are acquisitions in your plan for 2025 and beyond?

- ☐ Yes
- ☐ No

20. What is your most significant cause of concern for the long-term success of your business?

21. Please vote for the Frank Awards for our 40th Anniversary Awards & Charities Gala.

a. Best ECM/Document Management Provider

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

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

The company that 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 and Security Services Provider

The company or organization that provides the best IT solutions, services, guidance, and support for you 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 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. Excellence in Innovation

The company or organization that provides the most innovative products and solutions.

m. Best Male Executive†

(include full name and company)

n. Best Female Executive†

(include full name and company)

†Note: Regardless of his or her position, you may vote for any executive from any industry segment, not just the hardware OEMs.