

# ELITE DEALERS

## \$20 Million to \$50 Million



### KDI Office Technology

Aston, PA

www.kdi-inc.com

**Year Founded:** 1988

**President/Owner:** Ricardo Salcedo

**Number of Employees:** 150

**Primary Vendors:** Ricoh, Canon, Lexmark

**Primary Solutions Offerings:** Fortis, Square 9, Westbrook Technologies, Nuance, M-Files

**Primary Leasing Partners:** DLL, EverBank, Canon Finance

**Approximate Yearly Revenue:** \$38 million

**Fastest Growing Business Segments:** Managed IT, MPS

**Biggest Accomplishment of the Past Year:** Enhancements to its Network Operations Center enable KDI to perform remote access installations of newly delivered gear.

#### Why We Consider KDI Office Technology Elite:

- The survey says... KDI implemented its first customer service survey to find out where it is excelling as well as which areas need improvement. Great service and great people were a common thread in the responses, and customers indicated they appreciate KDI's quick response and friendly, helpful demeanor. The survey also illustrated that customers feel KDI's service technicians are accommodating and know how to take care of issues that arise. Problems are resolved either the same day or within 24 hours. Respondents also indicated they value KDI's offer to train their staff on how to properly use the machines.
- Fast marketing. In April, KDI and Dover International Speedway (DIS) reached a multi-year agreement on naming and advertising rights for the Monster Mile's restart area, with KDI becoming the "Official and Exclusive Office Technology Provider" of DIS. The KDI Restart Zone adds significant brand visibility for KDI. The new branding can be seen by millions of TV viewers just after turn four and before the start/finish line.



KDI management (from left): Don Schatzman, president of sales; Rick Salcedo, CEO; Vance Stewart, vice president of operations

- Earlier this year, KDI became the Official and Exclusive Office Technology Provider for 97.5 The Fanatic, a Philadelphia-based sports talk radio station. Through this relationship, KDI has had multiple opportunities to utilize radio spots as a means of enhancing company name recognition. Recently, KDI enlisted the services of former Philadelphia Eagles quarterback Ron Jaworski for a radio spot. In the commercial, Jaworski touted his business relationship with KDI and gave reasons for businesses to utilize the dealer's products and services. Complementary digital billboards, web enhancements and social media campaigns drove prospects to a KDI landing page for a free technology assessment.
- Increased marketing channels. KDI employed targeted social media and pay-per-click (PPC) campaigns, ad boosts, employment posts and Google AdWords to reach customers, prospects and prospective employees. Through various customer sponsorships, KDI's business partners also shared its social media posts, employment ads and community service initiatives—which was reciprocated—providing a greater reach for KDI and its partners.
- Supporting the community. Team KDI regularly raises funds and donates needed items for charitable organizations such as Making Strides, Philabundance and Toys for Tots. KDI and its employees raise money and donate a substantial amount of food for the needy, new unwrapped toys to children in the area and plan/participate in various events to help support and raise funds to fight cancer. Each year KDI sets higher donation goals and exceeds them.