

# ELITE DEALERS

## \$20 Million to \$50 Million



## KDI Office Technology

Aston, PA

www.kdi-inc.com

**Year Founded:** 1988

**President/Owner:** Rick Salcedo

**Number of Employees:** 165

**Primary Vendors:** Ricoh, Canon, Lexmark, NEC, Mitel, Digium

**Primary Solutions Offerings:** DocuWare, Square 9, Nuance, nddPrint, PaperCut

**Primary Leasing Partners:** DLL, TIAA Bank, Canon Finance

**Approximate Yearly Revenue:** \$42 million

**Fastest-Growing Business Segments:** Managed IT, MPS, Backfile scanning

**Biggest Accomplishment of the Past Year:** The opening of a new KDI sales office in Central New Jersey, its sixth location, and the hiring of 15 new sales reps and managers to represent that marketplace.

### Why We Consider KDI Office Technology Elite:

- Document scanning. Last year's acquisition of ImageNet enabled KDI to offer complete document-scanning services. The dealer has grown this division of four to 16 people with the addition of document-preparation clerks, data-entry specialists, document-scanner operators and quality analysts. The net result for customers is gaining office space, boosting efficiency, eliminating risk, enhancing information security, increasing collaboration, improving customer service and being audit compliant.
- Customer takedown. KDI secured a contract with a large K-12 customer, for which it saved thousands of dollars



Don Schatzman (left), president of sales, and Rick Salcedo, president and CEO, celebrate the company's inaugural Pink Ball Golf Outing, which raised more than \$86,000 for American Cancer Society's Making Strides, which helps to fight breast cancer

by addressing their unique challenges. The deal included Ricoh equipment and PaperCut workflow management and reporting software.

- Brand bonanza. The dealer uses a pair of high-profile digital billboards that can be seen on a couple of major highways in southern Philadelphia. The messaging promotes the city's sports teams, particularly Eagles football during their march to the Super Bowl last season. KDI also shares the messaging through its five social media accounts, creating another level of brand awareness. Some of its posts have generated thousands of "likes," and it fosters familiarity for those who haven't done business with the firm previously.
- Community philanthropy. KDI participates in the annual American Cancer Society's Making Strides Against Breast Cancer Walk and holds various internal events, such as bowling "fun"draisers, throughout the year to help raise money. In 2018, the dealer hosted its inaugural Pink Ball Golf Tournament, with proceeds also benefitting Making Strides. KDI made a corporate donation of \$20,000 and allocated many resources to put the event together.