

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: 142

Primary Vendors: Ricoh/Savin, Canon, Lexmark, Toshiba Phone Systems

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

Primary Leasing Partners: DLL, Everbank, Canon Financial

Approximate Yearly Revenue: \$31 million

Fastest Growing Business Segments: Managed IT services, MPS

Biggest Accomplishment of the Past Year: KDI's Dispatch center was completely revamped and repopulated with personnel of a positive attitude, turning a negative service situation into a positive encounter.

Why We Consider KDI Elite:

- A foundation for great service. KDI gives personal attention to all matters great and small to help clients feel like they are part of KDI's business and not just a customer. Everyone from the president on down is accessible.
- Strong, multi-faceted marketing. KDI sales uses its prestigious partner awards to highlight its status within the document imaging industry. The company uses social media to reach businesses and partners. KDI uses two high-profile digital Philadelphia sports arena billboards off interstates I-95 and I-76 to promote itself. The sales team also uses them as a closing tool, offering advertising space on those billboards as part of the deal. These billboards are also used to promote charitable causes, congratulate local winning teams and athletes, advertise open positions at KDI, promote KDI events, and extend holiday well-wishes to the community. Once these new billboards are in place, a live shot is taken and that image is then shared on social media so the message reaches an even broader audience. Anything posted socially is additionally tied to an RSS feed on KDI's website.
- Partner recognition. KDI has earned many partner awards including Canon's Advanced Partner Program and



From left: Don Schatzman, President of Sales; Rick Salcedo, CEO; Vance Stewart, VP of Operations

Outstanding Performance, Lexmark Top Performer Status, EverBank Platinum Dealer Award, and GE Capital Office Imaging Platinum Award.

- Giving back to employees. KDI cares about the employee and continually gives back to those who earn gratitude. The company offers bonuses and has a matching 401K program.
- Giving back to the community. The company is a supporter of several local charitable organizations, including donating food for the needy through the Philabundance program and toys for children in need through Toys for Tots. It also adopted and provided a donation to a family through the Nemours organization during the holidays.

