

ELITE DEALERS

\$20 Million to \$50 Million



KDI Office Technology

Aston, PA
www.kdi-inc.com
imrdigital.com

Year Founded: 1988

President/Owner: Rick Salcedo

Number of Employees: 114

Primary Vendors: Canon, Ricoh, Lexmark, HP, NEC, Panasonic, Fujitsu

Primary Solutions Offerings: DocuWare, Square 9, Kofax, nddPrint, PaperCut, Canon

Primary Leasing Partners: DLL, TIAA Bank, Canon Financial Services, Wells Fargo, GreatAmerica

Approximate Yearly Revenue: \$36 million

Fastest-Growing Business Segments: Scanning and conversion (25%), managed IT (25%), MPS (25%)

Biggest Accomplishment of the Past Year: Given the challenges that hit the Northeast particularly hard, KDI Office Technology was able to adapt during the pandemic and provide deliveries, service and support.

Why We Consider KDI Office Technology Elite:

- Sports sponsorship. The Philadelphia region is intensely supportive of its sports franchises, and KDI Office Technology leverages that fandom as an official sponsor with the Phillies, Flyers, Union and their respective stadiums. It has two digital billboards on major highways around the city that share game scores in real time.



KDI Office Technology leadership (from left): Kevin Salcedo, general manager; Rick Salcedo, president/CEO; Terry Salcedo, CFO; and Linda Furia, purchasing agent, during KDI's Third Annual Pink Ball Golf Outing

- Major win. It started with a cold call, but in the end, KDI was able to secure the business of a New Jersey public school district, converting a mishmash of manufacturer products into 95 MFP placements and a PaperCut software solution.
- Customer satisfaction. KDI employs business intelligence metrics to gain more insight into why clients like doing business, with specialized software and systems to continuously monitor and gauge customer feedback in real time. This yields more efficient reporting and alerts for each of its departments and functions.
- Worthwhile causes. In addition to its annual Pink Ball Golf Tournament that supports the American Cancer Society's Making Strides Against Breast Cancer, KDI partners with the Nemours/Alfred I. DuPont Hospital for Children to assist local families during the holidays. Employees also give back to the community via "fundraising" activities, including the Making Strides annual walk.