

ELITE DEALERS

\$20 Million to \$50 Million



KDI Office Technology

Aston, PA
www.kdi-inc.com
kdicares.org

Year Founded: 1988

President/Owner: Rick Salcedo

Number of Employees: 136

Primary Vendors: Canon, Ricoh, Lexmark, HP, NEC, Mint Mailing, RISO, Panasonic, Fujitsu

Primary Solutions Offerings: DocuWare, Intermedia, Square 9 Softworks, Microsoft, nddPrint, PaperCut, Canon, Tungsten Automation

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

Approximate Yearly Revenue: \$35–\$45 million

Fastest-Growing Business Segments: Scanning and conversion (20%), business process outsource (20%), IT hardware (20%), legal

Biggest Accomplishment of the Past Year: With the changing tides of the office landscape, KDI Office Technology is exploring and developing new revenue streams beyond traditional office equipment.

Why We Consider KDI Office Technology Elite:

- Business pivot. The dealer has committed to a strategic shift toward digital transformation and seeking out new avenues for growth. As part of the transition, KDI Office Technology was slated to launch an overhauled, modernized website in the third quarter of 2024. The site was to showcase, among other things, the company's prowess in managed services and digital transformation, offering businesses tailored solutions from evaluation



Rick Salcedo, president/CEO (left) and Don Schatzman, president of sales, during KDI Office Technology's 6th annual Pink Ball Golf Outing, which has raised more than \$330,000 for Making Strides Against Breast Cancer

and planning to execution and support, helping them maximize their technology potential.

- Personality plus. The dealer is featuring members of the KDI team in custom video content that will be leveraged across a number of networking channels to develop a connection with clients and prospects. Some of the platforms the spots will appear on include sports stadiums, KDI suites, online and at tradeshow.
- Catching fire. What started out as a discussion about managed print services with a health care group quickly gained a life of its own, evolving into a full-scale project designed to optimize the prospect's technology infrastructure. A thorough assessment paved the way to a customized, enterprise-wide solution that consolidated all the client's printing and technology needs under a single-vendor plan.
- Corporate caring. The sixth annual Pink Ball Golf Outing, orchestrated by the KDI Cares Foundation, raised more than \$330,000 to benefit the American Cancer Society's Making Strides campaign. Another partnership, this one with the JAWS Youth Playbook Annual Bike Drive, provided southern New Jersey children with bikes, a new helmet, a lock and essential safety education.