

SHARP®

Diversification, Consolidation and AI Strategies are just "Business Strategies".

Don't Overthink!

Mike Marusic

President & CEO

Sharp Imaging and Information Company of
America



Our Typical Day

SHARP



Decisions To Be Made

SHARP

PARTNERS

Canon

FUJIFILM



KONICA MINOLTA

KYOCERA

Document Solutions

RICOH

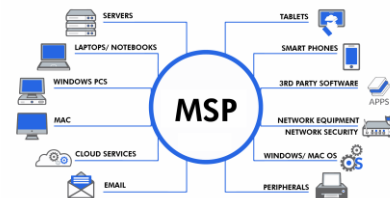
imagine. change.

SHARP

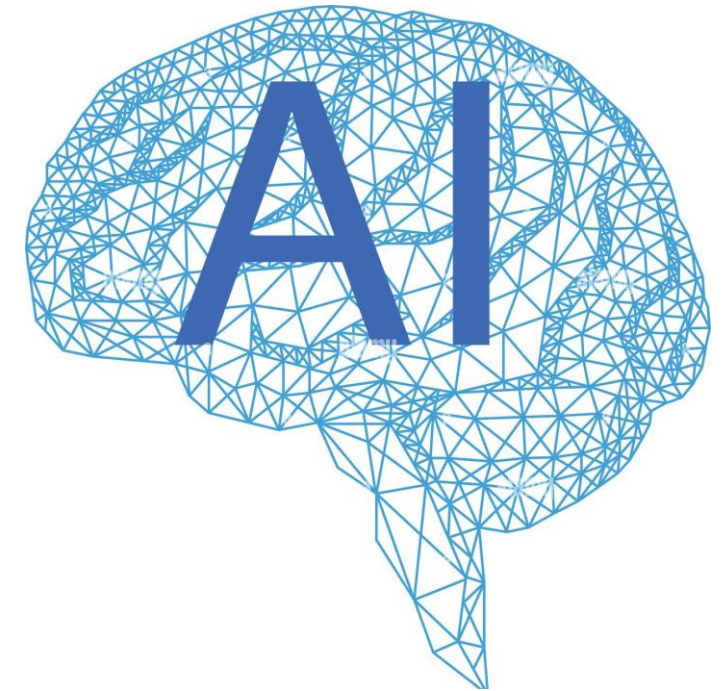
TOSHIBA

xerox

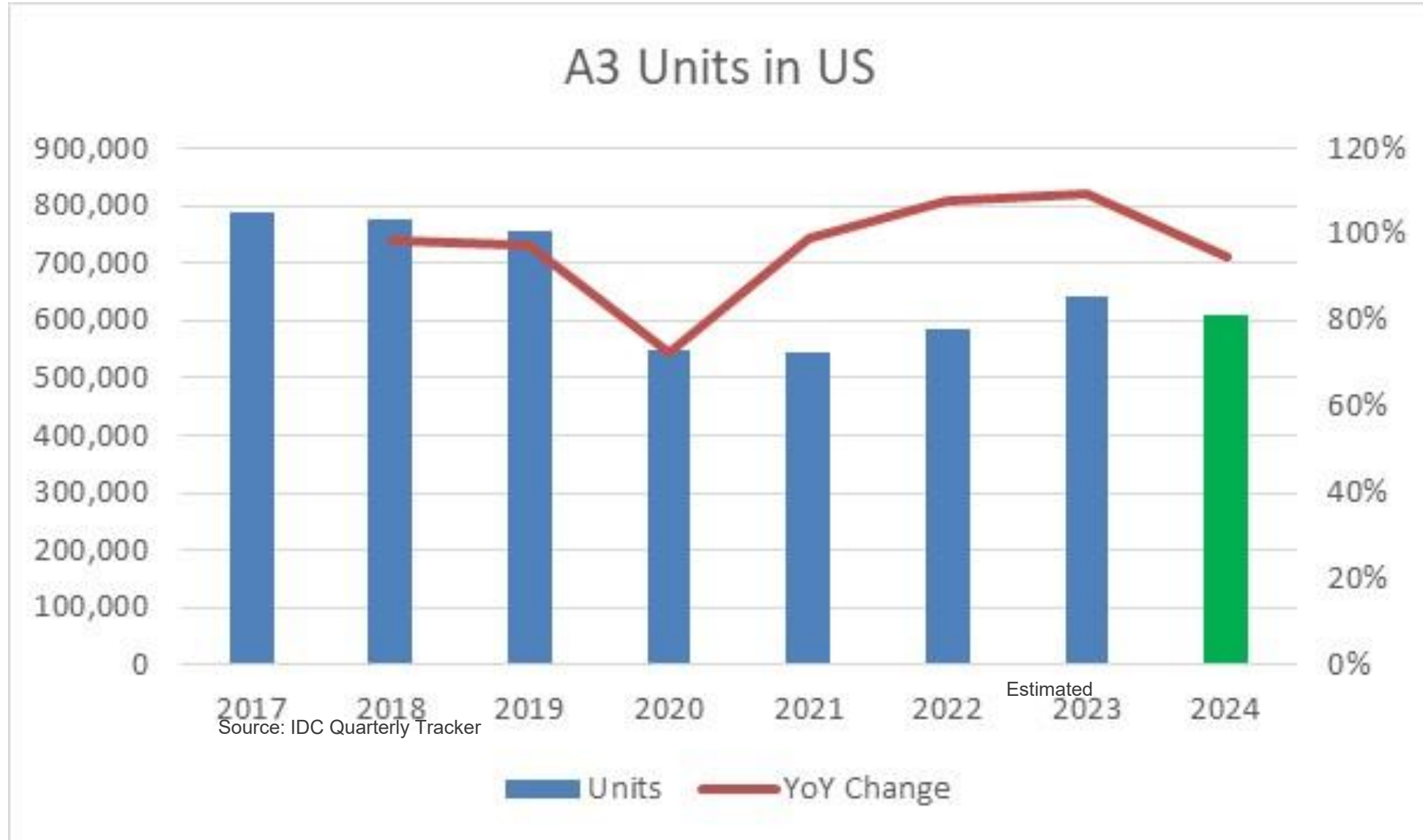
PRODUCTS



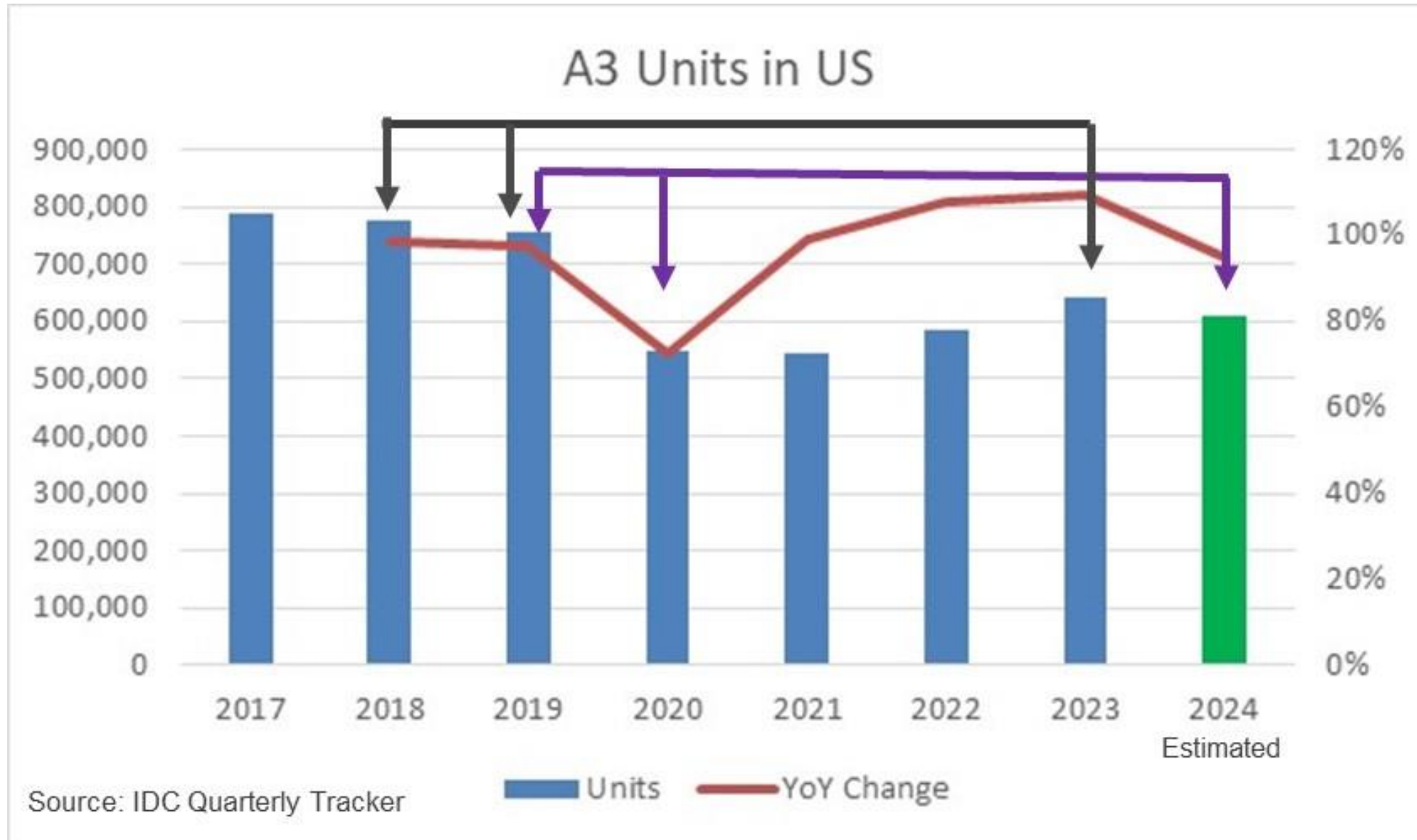
PROGRESS



The Market Today



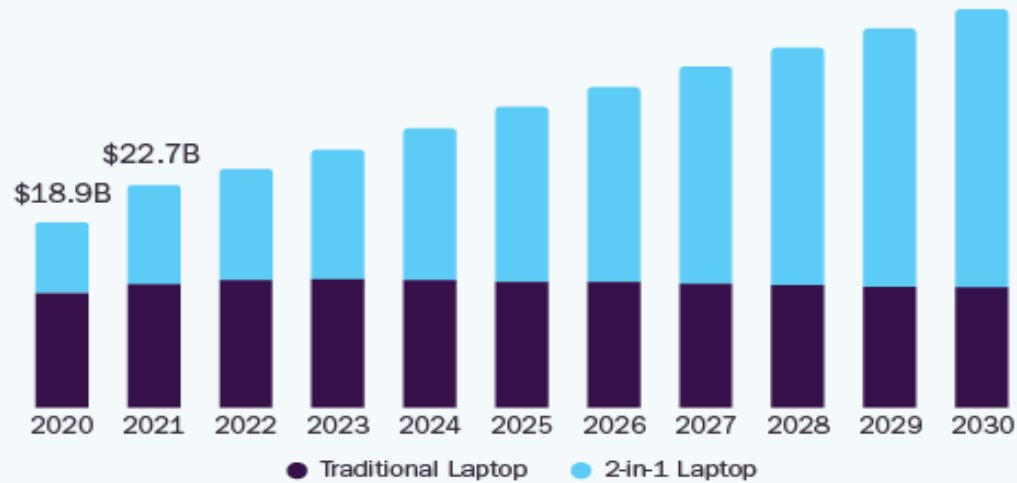
What It Actually Means



Growth Is All Around Us

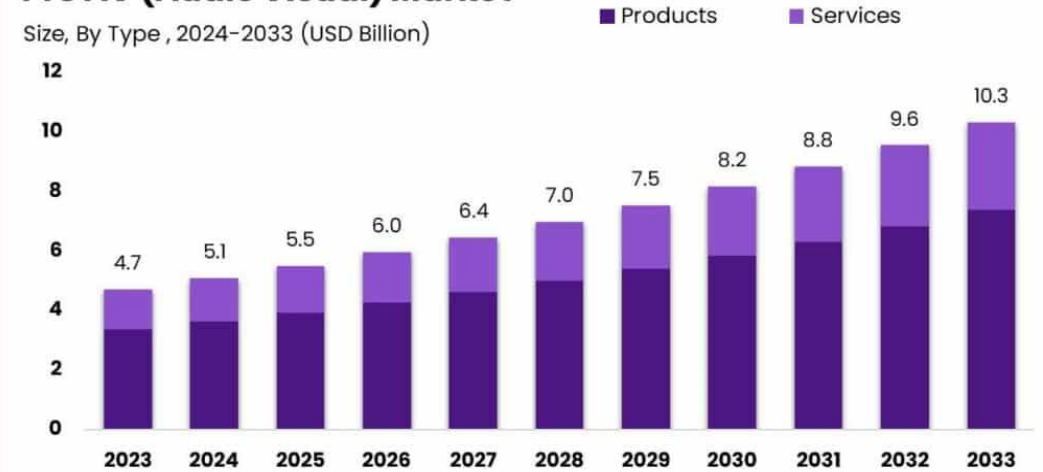
U.S. Laptop Market

Size, by Type, 2020 - 2030 (USD Billion)



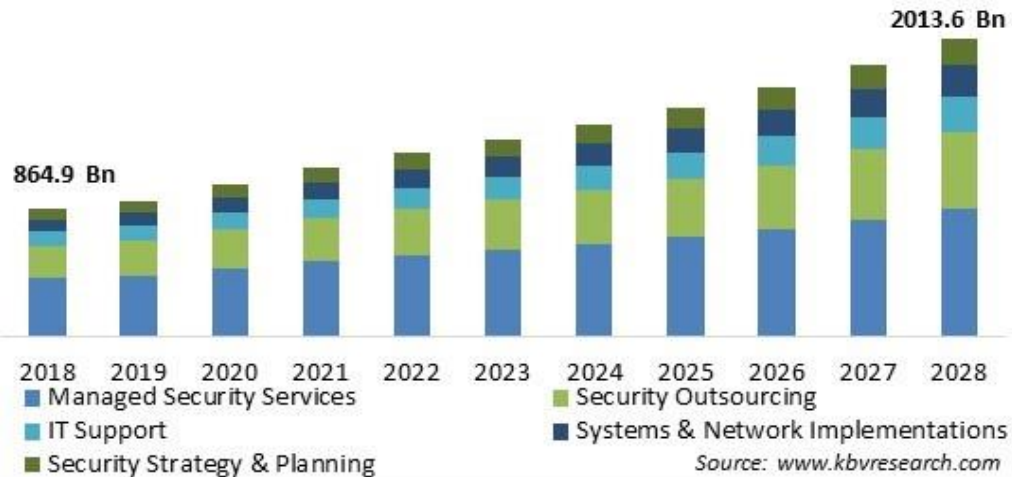
Pro AV (Audio Visual) Market

Size, By Type, 2024-2033 (USD Billion)

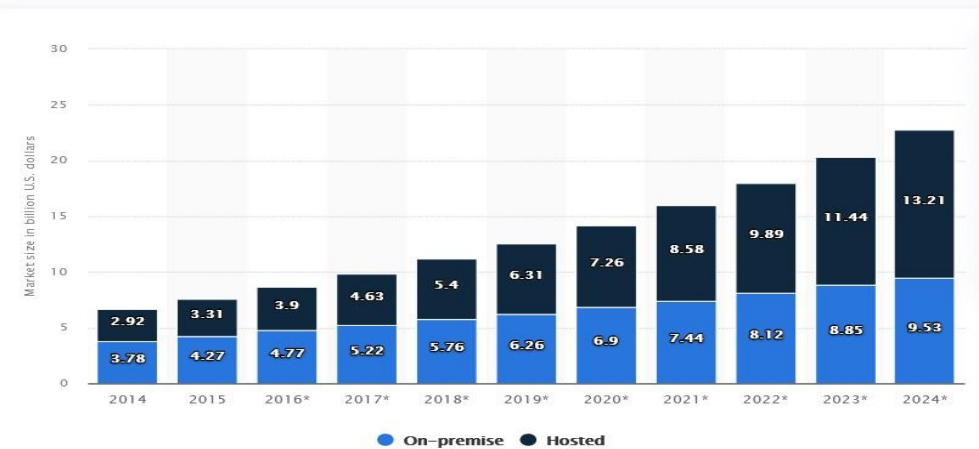


The Market will Grow At the CAGR of: **8.2%** The Forecasted Market Size for 2033 in USD: **\$10.3B** market.us

IT Services Market Size, By Type, 2018 - 2028



Size of the unified communications market in USA from 2014 to 2024, by type (in billion U.S. dollars)



The Golden Key

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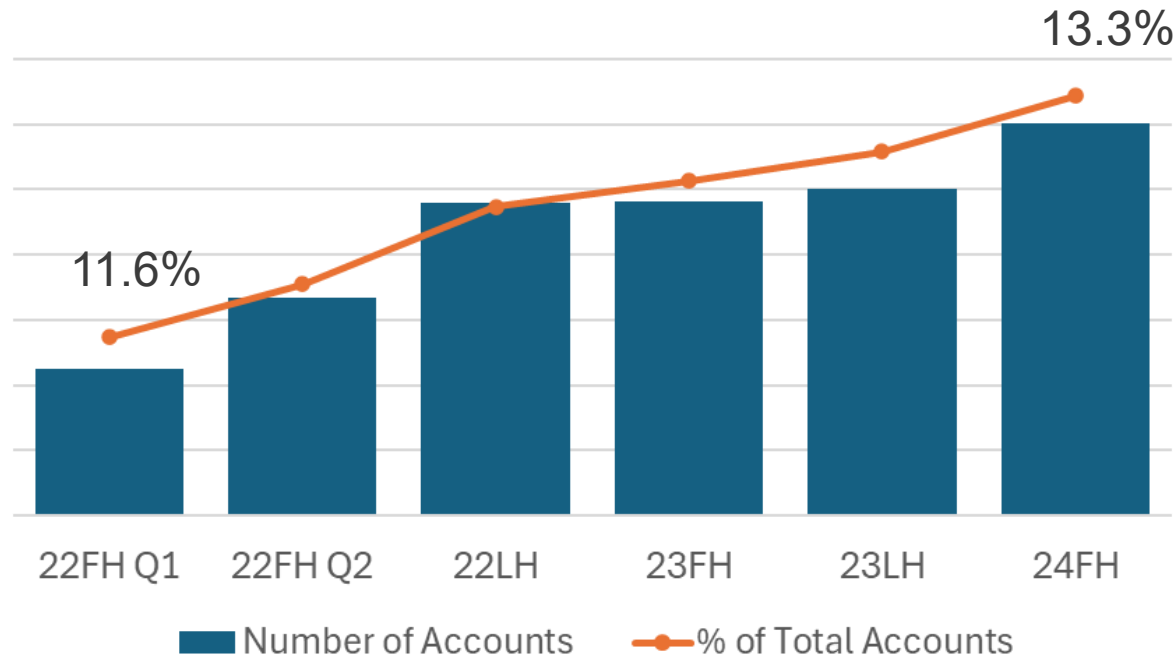
THIS Is Your Customer

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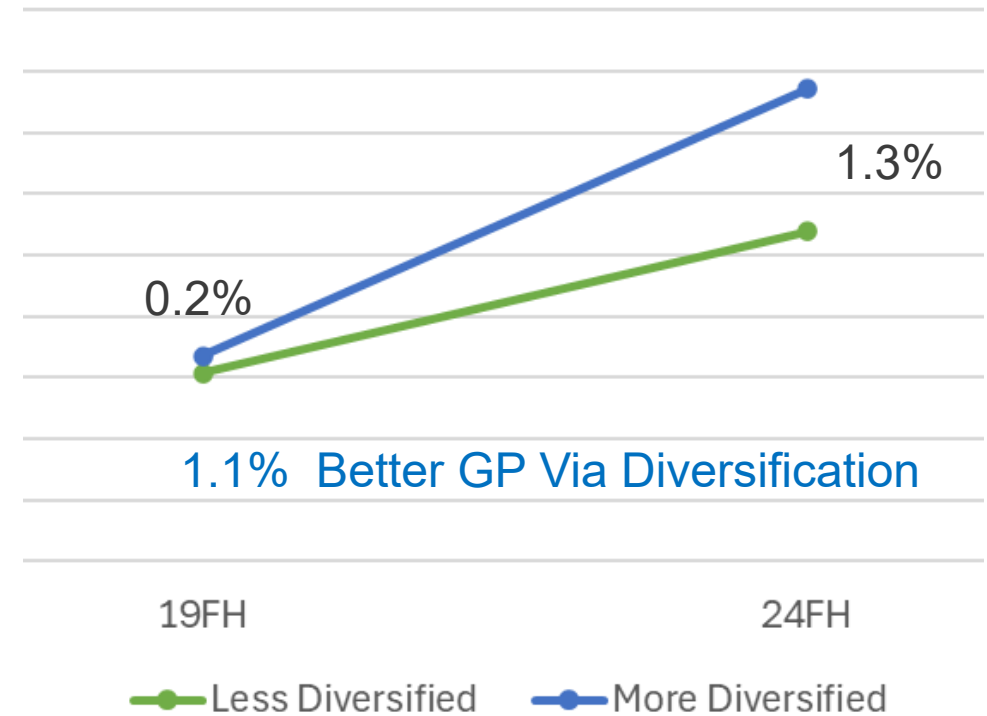
Our Journey for More Revenue and Profit

Accounts Where We Provide More Than One Service



Selling more to existing customers.

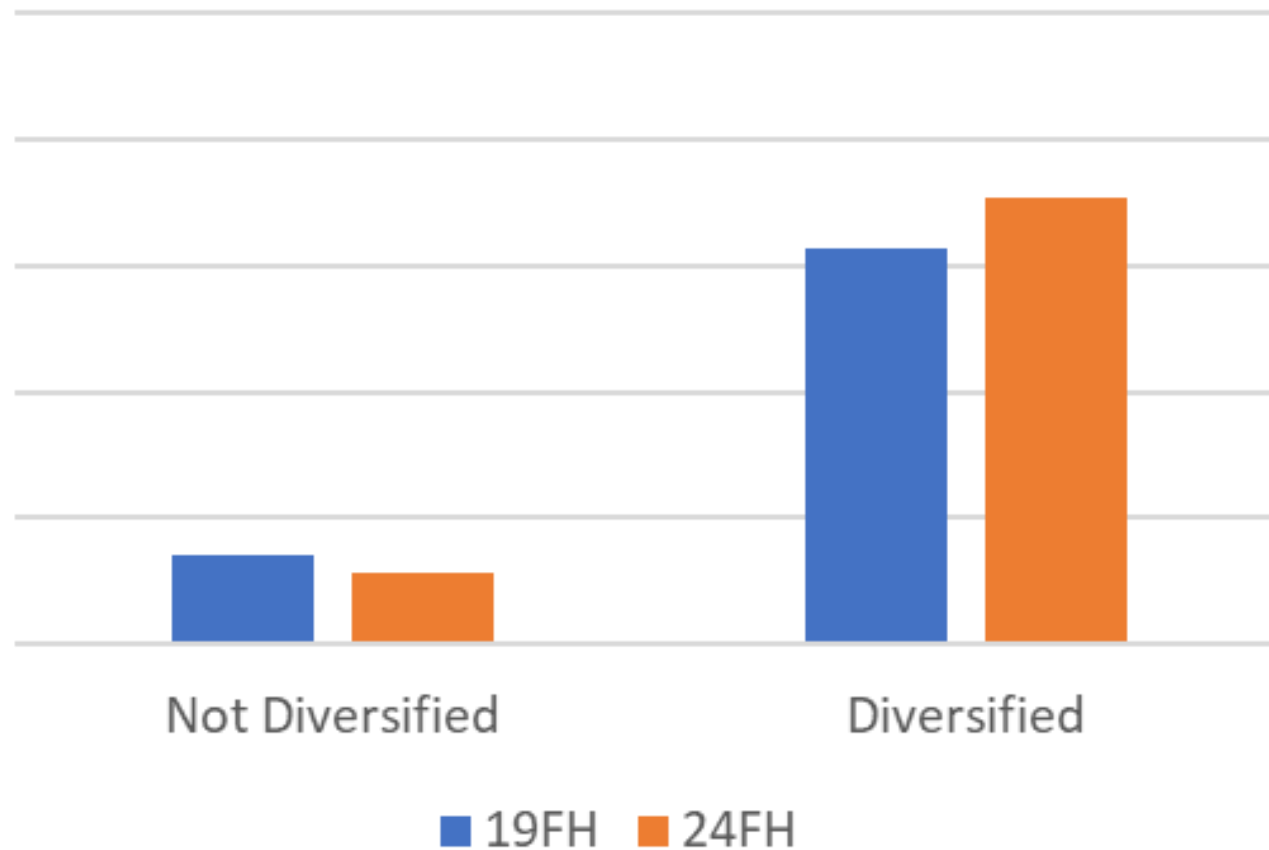
Direct Branch GP margin Grouped by Diversification



Diversification drives more GP

Dealer Channel Success is Clear

SIICA's Net Invoiced Sales (\$K)



-19%



+12%

Construction Company

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Existing MFP Customer, Multiple sites across East Coast of US.

Approx. 205 MFP Devices (190 Desktop Devices, 15 A3)

Life of Deal:

- MFP: \$1.9 million
- AV Total: \$530k

Revenue / GP

- **Pro AV Hardware:** \$323K - 28% GP
- **Pro AV Install Labor:** \$67K – 16% GP
- **Pro AV Services:** \$50K – 74% GP (Prog. / Proj. Mgmt.)
- **Pro AV ARR:** \$18K Annual Pro AV Service Contract
- **MFP:** \$190K Annual MFP Service Revenue,
- \$950K total MFP hardware since mid-2021 (Cash),
- August 2024 – added 9 MFP's + Papercut for \$104K



Problem/Challenge:

- Needed 8 x 2 LCD video wall for viewing all fleet vehicles GPS locations as well as view other key operational data
- Needed new training room, multiple conference rooms of varying sizes on multiple floors of the office building

Solution:

- Sold a \$458K comprehensive solution with Sharp displays, video wall, projectors, and associated audio, video, and control equipment for all meeting and training locations in new Florida building
- Standard videowall software allows for multiple image tiles in different visual configurations viewed across all displays

\$1.5 Million Pro/AV Sold 2021,

\$1.6 million Total Recurring Revenue for Contract

\$414k One Time Sale

MFP Refresh Upcoming

Revenue / GP

MRR: \$27,369.00 Profit: \$9,651.00 Monthly **40%**

Hardware: \$364,000 Profit: \$84,000 **17.4%**

*331,000 Dynabook

Project Labor: \$49,500 Profit: \$30,600 **61%**

Total Revenue: \$3,000,000

Problem/Challenge:

Customer (GCCS) was looking for a solution for their environment (6 schools and 2500+ students 300+ faculty)

- No trust in the IT dept to fulfill the needs of the district from an administrative point of view.

Solution:

- Provided the expertise (Engineering 300 billable hours @ \$165 per hour) Provided help desk to the district for facility, administration, and logistical users (375)
- Provided technology refresh with 390 Dynabook's including 300 NEC displays w/built in dock station.
- Provided RMM for all AQUOS boards and computer lab PC's for Anti-Virus and patch management (700+)
- Provided Sentinel one for all PC's for security (1073)



EXECUTIVE CONNECTION SUMMIT

ECS2025

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Thank You