

Product Groups and What They Solve - Tech

Workplace technology covers a wide range of products and services that support how employees work every day. Each group solves practical problems around comfort, productivity, communication, security and access. The aim is not to know every technical detail, but to understand what each group helps with and when it becomes relevant in customer conversations.

Devices and computing essentials

- Laptops, desktops and tablets - support everyday work tasks and mobility
- Monitors - improve comfort, posture and productivity
- Keyboards and mice - support accuracy and comfort
- Docking stations - make it easy to connect multiple devices
- Cables and adapters - solve compatibility and connectivity issues

Useful when customers mention: new starters, hybrid working, slow devices, or limited desk setups.

Audio and video tools

- Headsets - improve call quality and reduce background noise
- Webcams - provide clearer video for online meetings
- Speakerphones - support group calls and small meeting spaces
- Video bars and room systems - improve meeting room collaboration

Useful when customers mention: poor audio, unclear video, hybrid meetings or unreliable calls.

Workspace and ergonomic products

- Laptop stands - improve posture and reduce strain
- Monitor arms - create flexible and comfortable desk setups
- Desk accessories - support organisation and comfort
- Chairs and footrests - improve long-term comfort and wellbeing

Useful when customers mention: discomfort, clutter, long hours at a desk or workspace changes.

Connectivity and power

- Hubs and adapters - solve device compatibility issues
- Power supplies and chargers - keep devices running reliably
- Surge protection - protects equipment from damage

Useful when customers mention: new devices, compatibility questions or unreliable connections.

Software and cloud services

- Productivity tools - email, collaboration, document creation and storage
- Communication platforms - video calls, messaging and team collaboration
- Cloud storage - secure access to files from any location
- Device management tools - help organisations manage updates and security
- Licensing and subscriptions - ensure users have the right tools and access

Useful when customers mention: hybrid working, access issues, outdated software or renewals.

Security and protection

- Antivirus and endpoint protection - safeguard devices from threats
- Password and identity tools - improve access control
- Backup and recovery solutions - protect data and reduce downtime
- Secure email and filtering - reduce phishing and cyber risks

Useful when customers mention: security concerns, remote access, compliance or data protection.

Small office technology

- Shredders - support data protection and compliance
- Laminators - create durable documents and signage
- Label printers - help with organisation and identification
- Calculators - support everyday office tasks

Useful when customers mention: new staff, office moves, organisation or compliance needs.

Consumables and replacements

- Toner - strong margins and regular repeat business
- Ink - lower margin but consistent demand
- Batteries and chargers - essential for portable devices
- Replacement cables and accessories - solve everyday issues quickly

Useful when customers mention: running out of supplies, broken accessories or quick fixes.

Refurbished and value-focused options

- Refurbished laptops and desktops - cost-effective and sustainable
- Renewed accessories - affordable alternatives for budget-conscious customers

Useful when customers mention: tight budgets, sustainability goals or replacing older equipment.

Key Takeaway

Understanding product groups is not about technical detail - it is about recognising what each group solves. When dealers link everyday customer comments to simple, practical product categories, they can confidently recommend solutions that improve comfort, productivity, communication and security without needing specialist knowledge.