



We invited **ST Tech Consultancy** to share their perspective on the **Tech** category.

As part of this Knowledge Hub feature, we posed a series of questions to ST Tech Consultancy who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here: [ST Tech Consultancy](#)

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## Workspace Technology: Dealer Opportunities for Revenue Expansion

### ST Tech opportunity overview

#### 1. MEETING ROOM COLLABORATION

##### Corporate + Training Spaces

###### Where it fits:

- Meeting rooms, boardrooms, training rooms
- Aligned to furniture, fit-out and workspace projects

###### Customer trigger

- No solution in place
- Hybrid meetings not working efficiently
- Poor audio and video quality
- Need simple, reliable collaboration

###### Commercial opportunity

- £3,000 – £15,000 per room
- Multi-room projects £20k – £100k+

###### Margin reality

- Hardware: 20–30%
- Accessories: 25–40%
- Installation/services: 30%+
- Blended margin: 25–35%

###### Channel gap

- AV seen as complex
- Lack of confidence
- No standard “go-to” solution
- Dealers waiting to be asked

###### Entry point

- All-in-one collaboration display + trolley (Horion is the perfect solution)
- Simple, complete meeting room solution



## 2. EDUCATION – INTERACTIVE DISPLAYS

### Major Growth Category

#### Where it fits

- Classrooms, lecture theatres, training environments

#### Market shift

- Interactive displays are replacing projection
- Projectors ageing and failing
- Maintenance and lamp costs increasing
- Poor visibility vs modern displays

#### Customer trigger

- “Our projectors need replacing”
- “We need interactive teaching tools”
- “We want better engagement”

#### Commercial opportunity

- £2,000 – £6,000 per classroom
- School projects £50k – £250k+
- Multi-Academy Trust rollouts scale significantly
- Tender opportunities

#### Margin reality

- Displays: 20–30%
- Mounts/trolleys: 25–40%
- Installation/services: 30%+
- Blended margin: 25–35%

#### Channel gap

- Education AV dominated by specialists
- Business Supplies dealers rarely active with AV tech
- Dealers already supply furniture but not technology

#### Entry point

- Replace projector with interactive display
- Straightforward upgrade conversation

## 3. DIGITAL SIGNAGE

### High Visibility, High Margin – Big opportunity

#### Where it fits

- Reception, workplace communication, hospitality, retail, education... the list goes on!

**Customer trigger**

- Static signage outdated
- Need to communicate dynamically
- Promote products, services or information

**Commercial opportunity**

- £1,000 – £5,000 per screen
- Multi-screen environments scale quickly

**Margin reality**

- Hardware: 18–40%
- Software: recurring revenue
- Installation: 30%+

**Channel gap**

- Severely under-sold in dealer channel
- Often left to AV specialists

**Entry point**

- Reception screen or digital menu board

## 4. VISITOR MANAGEMENT SYSTEMS

**Where it fits**

- Reception areas, offices, education environments

**Customer trigger**

- Manual sign-in outdated
- Compliance and safeguarding requirements
- Need for professional front-of-house experience

**Commercial opportunity**

- £1,000 – £3,000 initial setup
- Ongoing software revenue

**Margin reality**

- Hardware: 20–30%
- Software: recurring margin

**Channel gap**

- Minimal penetration in Business Supplies channel

**Entry point**

- Tablet-based visitor sign-in system



## 5. ROOM BOOKING SYSTEMS

### Where it fits

- Meeting rooms, shared workspaces

### Customer trigger

- Double bookings
- Inefficient use of space
- Hybrid working challenges

### Commercial opportunity

- £300 – £1,000 per room
- Multi-room rollouts

### Margin reality

- Hardware: 20–30%
- Software: recurring
- Channel gap
- Rarely included in furniture or fit-out projects

### Entry point

- Small office or meeting room pilot

## 6. HOSPITALITY

### Growing Sector Opportunity

### Where it fits

- Hotels, bars, restaurants, reception areas, event spaces

### Aligned to:

- Furniture supply
- Fit-out and refurbishment projects
- Customer trigger
- Improve customer experience
- Digital menus and promotions
- Screens for events or live content

### Commercial opportunity

- £1,000 – £10,000 per site
- Multi-site groups scale quickly

### Margin reality

- Hardware: 25–40%
- Installation/services: 30%+
- Blended margin: 25–40%

### Channel gap

- Hospitality increasingly being targeted by dealers
- AV controlled by specialists



- Existing dealer relationships not fully utilised

## Entry point

- Digital signage
- Menu boards
- Reception displays
- Promotional screens

## CORE COMMERCIAL MESSAGE

- Dealers are already in these conversations with these customers
- Workspace Technology is the natural evolution for the channel
- This is not a new sale
- This is an extension of existing workspace and furniture projects – complementing core business, not replacing
- The barrier is confidence, not demand – we can build that!

## STRATEGIC VALUE FOR BOSS MEMBERS

- Increases average order value
- Opens new sectors including education and hospitality
- Adds recurring revenue through software and services
- Delivered without building internal AV capability

## ST TECH SERVICE SCOPE

- Workspace Technology Collection standard range covers majority of ranges listed (Not visitor management or room booking yet)
- Brand/Partner introductions
- Project scoping
- Installation support
- Ongoing service structure
- Training and enablement

## Dealer retains:

- Customer relationship
- Project ownership
- Margin uplift