



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](#)

---

## Channel Category Map

### Current vs Emerging Revenue Categories

#### 1. CORE TRADITIONAL CATEGORIES (MATURE)

##### Office Products

- Paper
- Consumables
- General stationery supplies

##### Status:

- High volume, low margin
- Declining growth

##### Furniture & Interiors

- Desks, seating, storage
- Fit-out projects

##### Status:

- Strong project value
- Core dealer strength

##### IT Hardware (Transactional)

- Laptops
- Desktops
- Tablets

##### Status:

- Competitive
- Margin pressure
- Often price-led

##### Peripherals

- Monitors
- Keyboards
- Docking stations

##### Status:

- Attach sales
- Limited differentiation/commodity ranges



## 2. EXTENSION CATEGORIES (ALREADY IN CHANNEL)

### Print & Managed Print

- Printers
- MPS contracts

#### Status:

- Established recurring model
- Mature but still relevant

### Ergonomics

- Monitor arms
- Sit-stand desks
- Accessories

#### Status:

- Growing with workplace focus but further scope for development
- Mid-margin

## 3. NEW CATEGORY: WORKSPACE TECHNOLOGY (AV & IT Workspace)

This is the key shift.

### Definition

Technology that enables:

- Communication
- Collaboration
- Workspace experience

### Sub-categories

#### Meeting Room Collaboration

- Video conferencing displays
- All-in-one collaboration boards

#### Digital Signage

- Reception screens
- Internal comms
- Retail/hospitality displays

#### Education Technology

- Interactive displays replacing projection

#### Visitor Management

- Digital sign-in systems

#### Room Booking

- Meeting room scheduling



### Status

- Growing ~7% annually
- Largely underdeveloped in Business Supplies channel
- High-margin vs traditional categories

### Commercial profile

- Project-led, not transactional
- £3k–£100k+ opportunities
- Repeat and multi-site potential
- Scalable with additional services and range extensions

## 4. WHAT'S MISSING IN THE CHANNEL

- Dealers sell the workspace but not the technology within it
- AV is still seen as specialist, not standard “We don’t do that”
- No defined “Workspace Technology” category in most dealers
- AV is largely untapped

## 5. CATEGORY SHIFT (THE REAL MESSAGE)

The channel is moving from:

**Products** → **Solutions** → **Complete Workspace**

### Existing Model

- “Sell what we always have”
- Sell desks
- Sell IT devices
- Sell consumables
- Look for growth areas – PPE, JanSan, Snacks etc.

### Futureproof Model

- Deliver complete environments
- Furniture + technology + services

## 6. WHERE THE OPPORTUNITY SITS

Workspace Technology is:

- The **missing category layer**
- The **highest margin growth area**
- The **bridge between furniture and IT**

## 7. SIMPLE MESSAGE

Workspace Technology is the next evolving category for the channel but currently undeveloped - despite clear customer demand.