

Category Overview - Tech

Workplace technology includes the everyday tools, devices and digital services that help people work, communicate and collaborate. This covers physical products such as headsets, monitors and docking stations, as well as software, cloud services, security tools and device management. Together, these products support reliable, comfortable and productive working environments across office, home and hybrid setups.

Most customer needs in this category are simple. They want technology that works, is easy to use and fits into their existing setup without fuss. You don't need deep technical knowledge to have effective conversations. A basic understanding of the main product groups and the problems they solve is enough to spot opportunities and guide customers towards suitable options.

Many conversations start with common issues such as poor video calls, limited desk space, slow connectivity or employees using outdated equipment. These everyday challenges often point directly to specific product groups, making it easy to recommend practical solutions without needing specialist knowledge.

Customers also appreciate suppliers who can simplify their choices. They often don't have time to compare every product, so clear guidance on what is compatible, reliable and suitable for their teams goes a long way. Being able to explain products in straightforward terms builds trust and positions you as a helpful partner.

Workplace technology is also a category where small improvements can make a noticeable difference. A better headset can improve call quality, a docking station can remove daily frustrations and a second monitor can boost productivity. These simple, relatable benefits make the category accessible and create natural opportunities for add-ons and upgrades.

Key sub-categories

- **Peripherals** - mice, keyboards, headsets, webcams, speakers
- **Monitors and display solutions** - screens, monitor arms, portable displays
- **Docking and connectivity** - docking stations, hubs, adapters, cables
- **Computing accessories** - laptop bags, privacy filters, stands, chargers
- **Small office technology** - shredders, laminators, label printers, calculators
- **AV and collaboration** - conference cameras, speakerphones, meeting room tech
- **Networking basics** - simple routers, switches, Wi-Fi extenders
- **Consumables** - printer ink, toner, storage media
- **Software and licensing** - security tools, productivity suites, cloud services
- **Refurbished or remanufactured tech** - sustainable, cost-effective alternatives

You don't need to cover every sub-category. Most dealers start with the areas that naturally link to their existing conversations - such as peripherals or small office tech - and expand as confidence grows.

Why this category matters

Technology is used in every workplace, and customers often prefer to buy it from suppliers they already trust. This creates strong opportunities to broaden your offer and strengthen customer relationships. Many tech products also bring repeat business through refresh cycles, upgrades, accessories and ongoing licensing.

For dealers, workplace technology is a natural extension of existing conversations. Customers already talk about productivity, hybrid working, comfort, connectivity and day-to-day frustrations. These needs link directly to simple, high-demand product groups such as headsets, monitors, docking stations and basic accessories.

Success in this category doesn't rely on technical expertise. Most customer conversations focus on suitability, compatibility and ease of use. By understanding the core product groups and the common challenges they address, you can confidently support customers, simplify their choices and uncover new opportunities across accounts of all sizes.

Key takeaway

You don't need to be a tech specialist to succeed in workplace technology. A clear understanding of the main product groups and the problems they solve is enough to start conversations, build confidence and help customers choose reliable, easy-to-use solutions.