PARTNER PROFILE

Ben McKean: Sales Director of Selectec

Q1. Can you start off by telling us a little bit about yourself? perhaps a fun fact?

My name is Ben McKean and I am the newly appointed **Sales Director of Selectec**. I am outgoing and enthusiastic, often noted for my boundless energy and optimism.

As for a fun fact, I spent my late 20's, early 30's as a successful night club promoter, for underground house music, in my home town of Bristol.

Q2. Tell us about your company and your role?

I want to be the driving force behind our incredible team here at Selectec.

A huge promoter of positive thinking, enthusiastic support and pushing our hugely powerful solutions portfolio to our amazing channel ecosystem. It is a hybrid role at present, both promoting and pushing our channel team as their Sales Manager, while concentrating and focusing on the strategic growth for our future business.

I believe that we have an unmatched dedication to our partners, along with some fantastic personalities across the business. We are a diverse bunch here at Selectec, but I tell you what, people really enjoy working with us and we adore our channel partnerships.

Q3. Which Intuitive Dashboard solution(s) do you sell and why did your company choose them?

We promote most of the Intuitive portfolio and ensure that our channel and support team are always up to speed with the latest from the team at Intuitive. Being able to show our partners, and in turn their customers, the added value of dashboarding their print and document workflow data is immensely important. Our solutions portfolio is hugely powerful and the ability to show customers the capability of these solutions through the dashboards pushes even further to the overall value-add and ROI of their investments.

Q4. What have been the main challenges for your company in 2024 so far? And do you anticipate any new challenges going forwards into next year?

Here at Selectec, we've faced a few hurdles in the print and document management market this year - the way businesses manage documents is constantly evolving. There's a growing demand for secure, cloud-based solutions that integrate seamlessly with existing workflows. While Selectec offers these solutions, educating potential customers about the full value proposition and the cost benefits of transitioning from traditional print-heavy models can be a challenge. Along with the current economic climate that has some businesses tightening budgets.

We need to effectively communicate the cost-saving potential of optimised document management solutions, demonstrating how Selectec can help streamline processes and reduce reliance on physical documents.

Finally, data security is paramount for our customers. Evolving cyber threats mean we need to demonstrate the robustness of Selectec's systems and security protocols. Despite these challenges, Selectec is well-positioned for success. Our focus on innovation, security, and customer service allows us to deliver exceptional value. By staying informed of industry trends and proactively addressing customer needs, we can navigate these challenges and solidify Selectec as a leader in the print and document management market.

Q5. What do you see in the future for the partnership between your company and Intuitive?

Looking ahead, I see a few emerging challenges. We need to stay ahead of the curve with new technologies like blockchain and artificial intelligence (AI) that could disrupt the landscape. Selectec must be prepared to incorporate these advancements into our solutions to maintain a competitive edge. We may also see further consolidation within the industry as larger players acquire smaller ones. This could make it more difficult for Selectec to compete, especially for larger contracts. Selectec will need to emphasise its agility, customer focus, and specialised solutions to carve out a niche.

Businesses are increasingly focused on sustainability so Selectec will need to further demonstrate how its document management, print and dashboard solutions can help customers reduce their environmental impact, perhaps through features like digital workflows or energy-efficient document storage.