

## The Death of The Copier

“We write to taste life twice, in the moment and in retrospect.” – Anaïs Nin

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Let's Work Together, Greg Walters, Inc.

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The Death of the Copier Book

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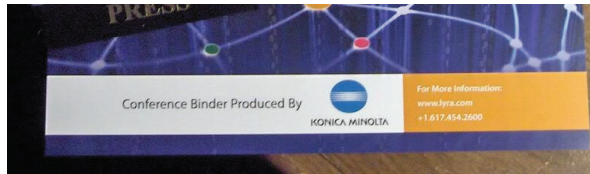
# Lyra Symposium 2009 - The Death of Edgeline

Posted on 3:17 AM by Greg Walters with 6 comments



Two years ago Edgeline was all you heard about.

HP had set



their eyes  
on the  
copier  
world again

and this time it was different.

This time HP has it's own machine, not some "duct taped" apparition.

This time HP was in charge of the channel, not partnering with a non-committal, old school dealer channel.

With Edgeline and an existing VAR channel, The Death of The Copier was just around the corner.

The machine utilized ink, did not use heat, corona wires, or static.

Demos were conducted, partners and service technicians trained.

Awards like the "Must See 'em award" at the Graph Expo trade show, the "Technology Award" from the Microsoft Vendor Program (MSVP) and kudos from no less than BLI came rolling in.

Elite dealers made unit commitments - the world was their oyster.

The world waited -

And waited.

Fast forward to January, 2009. More specifically to the last session of the three day Lyra 2009 Symposium.

On stage sits the panel of esteemed financial pundits

who specialize in analyzing the print industry. Keith Bachman, Managing Director and Senior Research Analyst Enterprise Hardware and Imaging **BMO Capital Markets**, Rob Sethre, CEO **Woodford Group**, Charles LeCompte, President **Lyra Research**, and Shannon Cross, Managing Director IT Hardware and Imaging Technology **Cross Research**.

Someone from the audience asks about HP Edgeline.

The panel does not hold back.

Phrases like,

**"...the Edgeline has had no success at all..."**

and proven to be an "objective failure" or HP is at best "...persistent at their failure..." seem to echo off the dark blue velvet back drop.

Of course, it didn't help that HP just announced the "relocation" of **Edgeline R/D from Vancouver to Singapore**. No, that did not help at all.

Edgeline falls within in IPG so the discussion blossoms once again with phrases like,

**"...IPG is getting decimated..."**

because "...Hurd is now focusing on IPG...trimming the fat..." so IPG can be "...more nimble..." especially when "...there is no more growth coming from the cash-cow..."

As bad as all this is, and deservedly so, there is a silver lining of sorts. It is expressed that no other firm in the

world would be able to absorb such a disappointment. Additionally, it was commonly believed that HP will "do something" to get into and ultimately dominate the copier market.

As for suggestions on how HP could do just that - Shannon Cross in a wonderfully abrupt and direct manner clearly stated,

## "HP should buy Canon."

She followed up with, "they should buy Xerox...but there would be dominance issues." I believe alluding to the monopolistic aspects of such an occurrence.

HP Should Buy Canon - that is the take away from this session.

An acquisition like this would allow HP to own outright, their laser engines and give them some sort of foothold in the copier industry. But, in light of the relative strength and dominance Ricoh will soon have in the industry, the question has to be, does HP have enough guts to get into the fray?

If only HP had a gutsy-type guy at the helm...