

It's not a premonition and it's better than a preview. It's a reality check for the start of your week with the latest news, important events and questionable opinions. Welcome to the Digital Dashboard.



March 18, 2019



We always wanted a sports beat. As we count down to March Madness, it seemed like a good time to kick off our newest column, "[The Sporting Goods](#)." It's likely while watching your favorite sporting events you've noticed the name of many familiar companies — Konica Minolta in the Citi Field outfield, [Ricoh](#) on the boards at Vegas Golden Knights games, Lexmark at PGA events. (Is it just us? We can't be the only ones who do a double take when hearing the words "HP PageWide" while watching an MLB game report sponsored by [WB Mason](#)). Stay tuned for more tales from the sports sponsorship world. And while we're on the subject, we've never seen the word "print" pop up in our news feed more frequently than during March Madness, when outlets everywhere encourage you to print your [NCAA bracket](#).

The White House IT staff should read The Imaging Channel. Seriously, we've been talking about pull printing for [years](#). Every [article](#) we [run](#) on [security](#) invariably discusses pull printing as part of printer security. And yet, it still seems many organizations are unaware of the printer as a security risk — including the White House. [Axios has an excerpt from "Kushner, Inc.,"](#) due for release this week, with this fascinating tidbit: "... an

*aide to Gary Cohn ... noticed a document on his printer. It appeared to be a letter from Trump, firing Comey. It also appeared to have been sent to the wrong printer. ..."*Uh huh.

A promotional banner for "ANALYST CORNER LIVE!". The banner has a purple and blue color scheme. On the left, it says "ANALYST CORNER LIVE!" in white text on a purple background. Below this, it says "sponsored by" followed by the HP logo and the LEAF logo. In the center, it says "MARCH 27 1 PM ET/10 AM PT" in white text on a purple background, with a blue play button icon to the right. On the far right, there is a blue circular button with white text that says "REGISTER NOW!".

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M&A still isn't stopping. Just this morning, [UBEO acquired two Texas dealers](#). How do you keep up with the action? Did you tune in to the Staples/DEX webinar last month? Check out the [recording now](#). And while you're at it, [register for next week's webinar](#), the next in the Analyst Corner Live! series. We'll be talking M&A, consolidation and what our research shows about the shrinking "middle class" of dealers.
