

## **Ricoh a 'LEADER' for Third Time in Worldwide Managed Print Services MarketScape Analysis**

**TOKYO, July 23, 2013** – Ricoh continues to be positioned as a Leader in Worldwide Managed Print Services (MPS), according to the new “IDC MarketScape: Worldwide Managed Print and Document Services 2013 Hardcopy Vendor Analysis.”<sup>1</sup> Ricoh has been named a Leader in all three of the reports published to date.

Published on July 22 and authored by IDC analysts Holly Muscolino and Terry Frazier, the IDC MarketScape features a comprehensive assessment of Ricoh and documents positive feedback from customers: “In customer interviews Ricoh was noted for the quality of its people and strong service. Ricoh’s customer references came from Europe, the US and Latin America, demonstrating the company’s global footprint and market presence.”

While many MPS offerings focus tightly on devices and print management, Ricoh’s MPS are delivered as part of its Ricoh Managed Document Services™ (Ricoh MDS). Ricoh MDS employs a holistic, five-phased Adaptive Model. This approach provides a unique and more complete MDS solution for each customer, a solution that addresses the entire landscape of business critical information, including its input (capture), processing (workflow) and output (distribution), whether paper-based or electronic.

Ricoh MDS help improve performance for a growing number of organizations as they digitize information, streamline workflows and more quickly deliver the right information to the right people at the right time.

“At Ricoh, our approach to Managed Document Services is to enhance the value of our technology and print optimization expertise to really understand the way people work, and apply our expertise to help improve our customer’s employees efficiency and effectiveness,” said Sergio (Shigeo) Kato, Associate Director, Deputy General Manager, Global Marketing Group, Ricoh Company, Ltd. “We understand generational differences in the way people access and use business information and help everyone work smarter, better and faster. Acknowledgement from influential industry analysts like IDC regarding our leadership position confirms we are doing the right things for our customers, and together helping them build and deliver greater value.”

In addition to the IDC report, Gartner positioned Ricoh in the ‘Leaders Quadrant’ in their annual “Magic Quadrant: Managed Print Services Worldwide”<sup>2</sup> report; and ranked Ricoh in the top three globally in the 2012 “Competitive Landscape: Managed Print Services, Worldwide.”<sup>3</sup> Ricoh was also named a Leader in the “The Forrester Wave™: Managed Print Services, Q2 2012”<sup>4</sup> report. Forrester gave Ricoh and its Managed Document Services (MDS) program the highest possible marks in “technology and solution ownership,” “enterprise print support,” and “MPS market experience.” And most recently, Ricoh was named a market leader in a report from [Quocirca](#)<sup>5</sup> entitled “[Managed Print Services \(MPS\) Landscape, 2013.](#)”

For more information on Ricoh's MDS strategy, delivery framework or services portfolio, visit <http://mds.ricoh.com/>

## About IDC MarketScape

IDC's MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

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### | About Ricoh |

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2013, Ricoh Group had worldwide sales of 1,924 billion yen (approx. 20 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, *imagine. change.* Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit [www.ricoh.com/about/](http://www.ricoh.com/about/)

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<sup>1</sup> "IDC MarketScape: Worldwide Managed Print and Document Services 2013 Hardcopy Vendor Analysis," Doc # 242217 July 2013.

<sup>2</sup> Gartner, Inc., [Magic Quadrant for Managed Print Services, Worldwide](#), Ken Weilerstein, Cecile Drew, Yulan Li, October 24, 2012.

<sup>3</sup> "[Competitive Landscape: Managed Print Services, Worldwide](#)," December 31 2012, Gartner Inc., analysts Ken Weilerstein, Cecile Drew, Yulan Li, Tomoko Mitani, Lai-ling Lam, Elizabeth Kim, Amrita Choudhury.

<sup>4</sup> "The Forrester Wave™: Managed Print Services, Q2 2012," by Craig Le Clair with Alex Cullen and Mackenzie Cahill.

<sup>5</sup> May 2013, Quocirca, "[Managed Print Services \(MPS\) Landscape, 2013](#)," Louella Fernandes, Clive Longbottom.