

Becoming a European Automaker's Sole Supplier by Ricoh's Ability to Propose a Tailored Security Solution

Of the many technical requirements that need to be negotiated when doing business with global companies, security issues have become increasingly important in recent years. In some countries, security requirements, including user authentication, account for as much as 20% of all technical requirements. And a growing number of corporate customers with strong concern about information security now require procured products to fully comply with their security policies. Therefore, the supplier's success in closing deals with them increasingly depends on whether the product in question can satisfy the security requirements of the customer.

Secure Output Solutions Answer a Variety of Challenges

The following recounts the story of Company A, a global automaker based in Europe. The company's policy formerly was to allow its group companies to procure digital MFPs and laser printers from different vendors. This caused problems for the maintenance of service quality and total cost of ownership. With the main goal of both reducing the running costs for all devices and increasing printing efficiency, Company A needed to find a highly sophisticated and unified solution for group-wide print and output management, including the complete range of MFPs and laser printers for use by all employees to generate secure output. To do this, the company invited suppliers to submit a tender. And Ricoh won Company A's contract to serve the company and its group companies around the world as sole supplier.

■ Ricoh Europe (Netherlands) B.V.



Ricoh Successfully Meets Two Security Requirements

Company A presented two key security-related requirements. One was authentication for digital multifunctional printers using IC cards, and the other was secure printing. These are outlined below.

(1) Ricoh's answer for authentication of digital MFPs using IC cards

To meet the requirement for authentication using IC cards for all IT devices including MFPs, Ricoh came up with a solution by customizing digital MFPs and equipping them with smart card readers.

(2) Ricoh's answer for secure printing

Company A's requirement for secure printing involves sending print jobs to the print server, and then output is generated on demand once, and only after the user has completed the authentication using his or her personal IC card. Ricoh provided a secure printing solution using Java applications and linkage to IC cards.

Ricoh won this contract by delivering solutions that fully satisfied the customer's requirements. Company A, along with its group companies, is preparing to introduce Ricoh's solutions to its overseas sites.

This contract win of significant size also owed much to the day-to-day information security-related activities carried out by the Ricoh Group's development and design engineers and the system solution staff specialists of Ricoh companies outside Japan. The Ricoh Group has renewed its commitment to the continued implementation of these activities.

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