

Providing the Latest Information Security Products and Services in the EU

Ricoh UK (RUK) is a group sales company based in London. RUK provides print management, document management, hardware, software and services tailored to meet individual customer needs. Recognizing that information security is a top priority for businesses, RUK exhibited at Infosecurity, one of the largest information security events in Europe. There the company showcased its achievements and the latest information security technologies.

Exhibiting at One of Europe's Largest Information Security Events

Infosecurity Europe is held in London every April and is described by its organizers as "Europe's most comprehensive convergence of information security professionals." The event runs three days and combines an educational program of seminars and keynote presentations delivered by world-renowned information security specialists and an extensive exhibition at the Olympia Exhibition Hall in London. At the exhibition are displayed a diverse range of new and innovative information security products, solutions and services from over 300 of the top companies in the industry. RUK was aware that the majority of exhibitors at Infosecurity Europe would show products related to network security and data storage security. The company therefore saw the exhibition as an opportunity to promote Ricoh's document solutions. RUK raised awareness among attendees that ignoring hardcopy documents, which comprise over 30% of all documents, would result in a failure to achieve full compliance. The RUK booth demonstrated, among other solutions, software for secure information printing and software for secure scanning, as well as information distribution options using the latest technology. Hardware products were also exhibited that demonstrated such functions as data overwriting and PDF encryption, which are increasingly being specified by customers including UK police agencies and other government organizations.

■ Ricoh UK booth at Infosecurity Europe



■ Infosecurity Europe site



Showcasing Information Security Credentials and Reliability

RUK emphasized to booth visitors its security credentials, promoting the benefits of its ISO 27001 compliance and its achievements in the field of information security. Ricoh, the first international organization to receive the ISO 27001 standard on a global scale, garnered high praise from representatives of various companies and exhibition attendees.

Note: According to an official announcement, 11,787 visitors attended Infosecurity Europe 2007, and the attendance for 2008 was estimated at over 12,000.

■ Ricoh UK

