

[Special Feature]

### Strengthening the “corporate information security culture” and disclosing information to customers — Ricoh Kyushu Co., Ltd.

**Ricoh Kyushu Co., Ltd. (“Ricoh Kyushu”) is promoting information security management, stressing the policy of “participation by all employees,” “daily management and continual improvement,” and “company practices” thus integrating daily operations with information security. These efforts have established a corporate information security culture that has firmly taken root and created a unique structure for disclosing information to customers.**

\* The company name and the title are as of year 2009.

Presently the activities are succeeded by Kyushu Marketing Division of RICOH JAPAN Corporation.

Ricoh Kyushu is a sales administration company covering the Kyushu and Okinawa areas, with 1,366 employees (as of February 1, 2009).

The company handles sales of office automation equipment, communications and related equipment, consumables and other items, focused on Ricoh products. It also provides total solutions for offices; from consulting such as business operations improvement to system design and after-sales service.

Ricoh Kyushu Head Office



#### 1. Positioning information security as social responsibility

The objective of Ricoh Group CSR is to “become a company that is admired by the society and whose continued growth is desired.” Among its fundamental responsibilities to society, the Group has put forth exceptional effort in information security to ensure that it earns society’s trust.

Ricoh Kyushu has positioned its information security activities as part of CSR<sup>1</sup>.

1: The concept of CSR (corporate social responsibility) defines a company’s contribution toward the sound development of society, together with ensuring its own continued growth by conducting business through active interaction with stakeholders. It is based on the management philosophy it establishes for itself and in the view that companies have become integral components in today’s economy and society. (Source: “Interim Report of the Council for CSR of Companies,” by the Ministry of Economy, Trade and Industry).

#### 2. Integrating information security with Business Operations

You might be thinking that obtaining and updating ISMS certification with risk assessment and internal as well as external audit is an event carried out only once a year. We often hear that management review has become an approach taken only by the ISMS Promotion Office and upper management, and that necessary improvements are difficult to be permeated through employees.

At Ricoh Kyushu, information security is integrated into daily operations, and not treated as something separate. In other words, we consider information security to be part of daily business such as sales, and work on its promotion. It involves participation by all employees, with daily management and continual improvement, and the results of its practice are disclosed to the customers in order to provide new value.

## 3. Company practice with participation by all employees

Information security management system is one large PDCA (Plan, Do, Check, Action/Review) cycle. The cycle is composed of PDCA cycles of individual activities, and risk management is one of the foremost PDCA cycles. Risk management is a chain of organizational activities to assess (analyze or evaluate effects of) a risk<sup>2</sup>, respond to it, and reduce or accept it.

2: Risk... Risk to a company, in narrow terms is the possibility of occurrence of an event that may obstruct the execution of corporate activities. But in recent years it is more broadly understood as uncertainty that influences a company's profits, and is considered positively as a greater source of corporate value. (Source: Study Group on Risk Management and Internal Control, Ministry of Economy, Trade and Industry, June 2003)

### 3-1. Addition of new risk controls to Ricoh Kyushu's Information Security Measures<sup>3</sup>

Ricoh Kyushu management independently defines its approach toward "disclosure of company practice to customers" as a new requirement that has to be assessed and worked on by all employees, and has added this to its Information Security Measures.

3: Information Security Measures are for the "standardization" of security levels to raise information security above a certain level.

The following is the approach toward "disclosure of company practice action cases to customers" under the President's orders, along with judgment criteria.

#### President's orders

Approach toward "disclosure of company practice action cases to customers"

#### Judgment criteria

1. In the sales division, Information of company practice is provided to customers.
2. In divisions other than sales, the approach taken by the company is introduced to stakeholders such as business partners.
3. With introductory efforts made by managers and general managers themselves, we aim to increase awareness among employees and expand business.

### 3-2. Specific measures for ISMS Promotion Office

Ricoh Kyushu's ISMS Promotion Office has enabled the independent risk assessment in actual business operation. The office incorporates the management's thinking, deploys and promote it.

The Office reflected management's thoughts onto risk assessment as well as the basic policy of information security, and prepared a concrete plan according to President's instructions.

Based on this plan, concrete measures have been implemented in individual divisions.

<b>Plan</b>	Thoroughly inform third parties of the basic policy for information security by promoting information disclosure activities
<b>Plan details</b>	<ol style="list-style-type: none"> <li>1. Preparation of <i>ISMS Handbook</i> for customers</li> <li>2. Prepare Ricoh Kyushu introduction tool and conduct workshops</li> <li>3. Comprehend status of activities</li> </ol>
<b>Measuring effectiveness</b>	<p><b>-Management target</b> ISMS contributing to business results</p> <p><b>-Management index</b> Amount of information disclosed, number of information security seminars sponsored, number of internal training courses conducted, etc.</p> <p><b>-Measurement method</b> Confirmation via results of response plan, internal audit (items pointed out, good points), etc.</p>

# Ricoh Group Information Security: Introducing Ricoh Group ISMS Activity

## 4. Use ISMS Handbook, disclose information to customers — Sales division’s approach

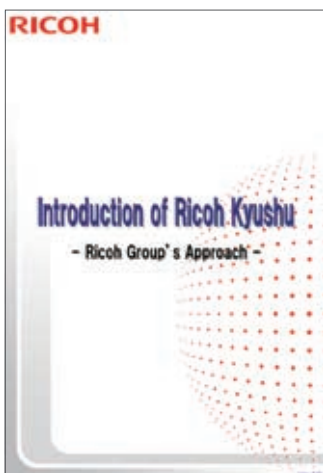
### 4-1. Use of the Ricoh Kyushu Introduction Tool and ISMS Handbook

What does “disclosure of company practice to the customers” mean for Ricoh Kyushu’s sales division? Merely providing product information is not what management intends in its risk assessment. Information disclosure via the company homepage is one-way traffic and it is difficult to verify its effectiveness.

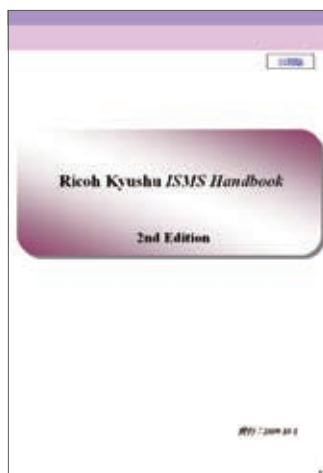
Ricoh Kyushu’s sales division made plan to disclose information to customers utilizing the Ricoh Kyushu introduction tools and the *ISMS Handbook*.

The *ISMS Handbook* takes the following considerations to enable customers’ easy understanding.

- 1) Summarizes the scope of information security in a single-volume handbook
- 2) Provides a clear explanation of information security, and avoids jargon as much as possible
- 3) Introduces numerous action cases for greater comprehension
- 4) Lists practical action cases of Ricoh Kyushu for evaluating the effectiveness of ISMS



Ricoh Kyushu Introduction Tool



ISMS Handbook 2nd edition

### 4-2. Presenting Ricoh Kyushu ISMS Handbook to customers

Sales staff show and explain the *ISMS Handbook* to customers during their sales activities.

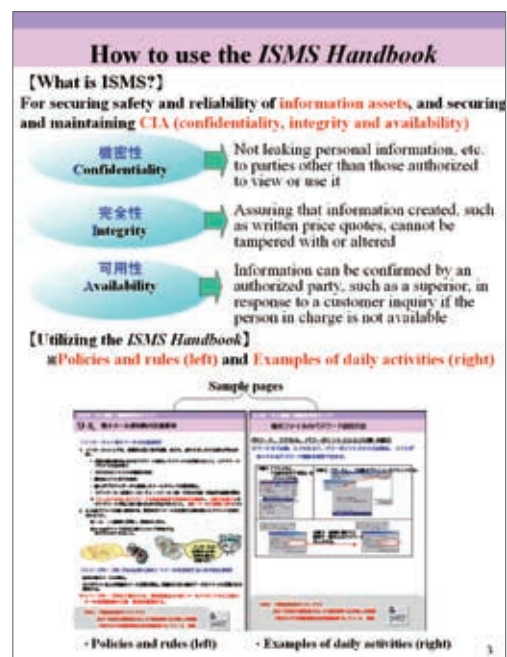
Thorough information security measure is important for all customers, and we have lots of enquiries from them. The most frequently asked questions are the following;

“How can these activities be conducted so that all employees can take part?”

“How do you specifically establish plans and implement them?”

and “How can you verify the effectiveness?” and we have had many opportunities to discuss with customers’ management.

The results of these activities grew into an information security consulting service business.



How to use the ISMS Handbook

\*Japanese Only

### 5. Deployment into information security consulting service

Ricoh Kyushu introduced a new information security consulting service to support activities such as obtaining ISMS certification and establishing information security. The company itself implemented information security efforts, and provides its results to the customers.

Ricoh Kyushu has integrated daily operations and information security, merged disclosure of company practice action cases to customers into its risk assessment, and conducts customer driven business activities.

