

## **IDC MarketScape report names Ricoh a Leader in document workflow services, recognizes consistent quality around the world**

*IDC MarketScape report notes services-led, customer-first strategy differentiates Ricoh, citing its focus on understanding customers' environments and building a broad portfolio*

**TOKYO, September 27, 2016** - Ricoh today announced findings from the “*IDC MarketScape: Worldwide Document Workflow Services Hardcopy 2016 Vendor Assessment*” (doc # US40994416, September 2016) report and related “*IDC Vendor Snapshot 2016: Ricoh on Document Workflow Services*,” (doc # US41732616, September 2016) which highlight the company’s global commitment to scalable, end-to-end solutions for customer pain points around paper and digital document management. The Snapshot assesses Ricoh’s strategy to capitalize on current document workflow services trends identified in its recent briefing with IDC. Ricoh has been a Leader in IDC MarketScapes looking at managed print and document services and its evolution to document workflow services for the past six years.

The Snapshot report focuses on Ricoh’s commitment to its services-led model and how the company has increased its efforts to standardize its portfolio for customers around the globe. In it, IDC analysts note Ricoh’s deep emphasis on understanding the customer’s environment, processes and pain points as part of a customer-centric approach.

“In looking at Ricoh’s strategy, we can see Ricoh’s commitment to addressing market workflow needs through a wide variety of solutions and services adjacent to its established hardware business,” said Robert Palmer, Research Director, Imaging, Printing, and Document Solutions, IDC. “Where Ricoh truly shines is its commitment to matching its solutions to customer pain points, providing end-to-end improvements. It does so by leveraging its insight and expertise to uncover, identify and address customer pain points across verticals and horizontals. Leveraging an extensive portfolio also enables Ricoh to address a wide variety of needs.”

According to the IDC MarketScape report, “Ricoh is focused on delivering value-add services ...and its solutions approach allows for the flexibility needed to fully satisfy customers at various stages of maturity along the digital path.” This customer-centric approach helps leverage Ricoh’s expertise – via partnerships, acquisitions, industry experience and training – at a consistently high level of quality around the world. The IDC MarketScape also notes Ricoh’s “global strategy that is

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locally led” and “key strength” of global delivery capabilities. The report adds, “Ricoh’s broad product range combined with its burgeoning IT infrastructure services and professional services organization provide an extensive selection of resources from which to craft industry-specific and horizontal solutions.”

“As we strive to guide our customers toward new efficiencies, business growth and reduced costs, we are proud to see our strategy resonating with the industry experts at IDC,” said Carsten Bruhn, Group Vice President & General Manager of Business Services Center, Ricoh Company, Ltd. “We know that the future of work is in having the best people, processes and technologies in place to help ensure growth and success. A big part of that, for us, is working to make sure we have the best of these factors working in concert to understand our customers’ environments and address their pain points, holistically and effectively.”

For more information on Ricoh’s services portfolio, visit <http://services.ricoh.com/>.

*About IDC MarketScape: IDC 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 that has been transforming the way people work for more than 80 years. Under its corporate tagline – *imagine. change.* – Ricoh continues to empower companies and individuals with services and technologies that inspire innovation, enhance sustainability and boost business growth. These include document management systems, IT services, production print solutions, visual communications systems, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ending March 2016, Ricoh Group had worldwide sales of 2,209 billion yen (approx. 19.6 billion USD).

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

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