
For Immediate Release

Ricoh Positioned in the “Leaders” Quadrant of the Magic Quadrant for Managed Print Services Worldwide

Evaluation based on Completeness of Vision and Ability to Execute

TOKYO, Oct. 29, 2012 – [Ricoh Company, Ltd.](#) today announced it has been positioned by Gartner, Inc. in the “Leaders” quadrant of the “Magic Quadrant: Managed Print Services Worldwide”¹. Managed print services (MPS) is defined as the active management and optimization of document output devices and related business processes.²

While many MPS offerings focus tightly on devices and print management, Ricoh [Managed Document Services™](#) (Ricoh MDS) is delivered through a five-phased Adaptive Model. This approach delivers a unique MDS solution for each customer that addresses the entire landscape of business information, including its input (capture), processing (workflow) and output (distribution), whether paper-based or electronic. As a result, Ricoh helps provide iWorkers – whether in the office, by mobile or virtual - with the right information at the right time in the right form to make optimal business decisions.

“We’re pleased that our customers around the world are experiencing the level of business results that put us in the Leaders Quadrant,” said Sergio Kato, Deputy General Manager, Ricoh’s Global Marketing Group/Services Business Center. “We are committed to building on these achievements and continuing to provide comprehensive managed document services that not only encompass printer and MFP fleets, but focus squarely on the top concerns businesses have today. These are cost control, environmental sustainability, information security and governance, business process efficiency, organizational change management, information worker (iWorker) productivity, information optimization and strategic infrastructure.”

According to Gartner, Leaders provide MPS to a wide range of customers, including the largest and most geographically dispersed, so they must demonstrate a truly global reach. They must demonstrate not only the skills to deliver today’s MPS, but also the understanding, initiative and resources to prepare for tomorrow’s MPS. Leaders characteristically augment the full scope of MPS with a wide range of added-value services. As a result, they are frequently shortlisted by large and midsize customers.

¹ Gartner, Inc., Magic Quadrant for Managed Print Services, Worldwide, Ken Weilerstein, Cecile Drew, Yulan Li, October 24, 2012

² Managed Print Services Association (MPSA)

How Ricoh does it

Ricoh continues to work in partnership with its customers to understand their needs and serve as an advocate for change and efficiency. Ricoh is uniquely equipped to help customers achieve their goals through an adaptive, customer-focused approach that includes holistic, vendor-agnostic infrastructure management and a global force of 30,000 professionals reaching 95 percent of the Global Fortune 500.

Ricoh MDS is designed to not only help customers achieve better efficiencies related to document management, but also improve an organization's ability to serve customers and compete in increasingly global and connected markets. This approach directly addresses the depletion of productivity that comes with employees spending hours each day searching for or recreating information that already exists.

Ricoh helps ensure the success of MDS engagements by using certified project managers who follow globally accepted PMI best practices to track project scope, timeliness, milestones, budgets and resource allocations; service management professionals (ITIL/ISO20001 certified) who ensure the transformed environment – or “desired state” – is effectively governed, expertly measured and continually optimized; and certified change management experts to help facilitate the “people” part of transformation.

To learn more about Ricoh's approach to Managed Document Services and for free information and guidance – including case studies, white papers and videos – visit ricoh.com/mds.

About the Magic Quadrant

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

| 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 more than 200 countries and regions. In the financial year ending March 2012, Ricoh Group had worldwide sales of 1,903 billion yen (approx. 23 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/