

## Ricoh Positioned as a Leader in 2015 Gartner Magic Quadrant for Managed Print and Content Services Worldwide

*Ricoh evaluated for its completeness of vision and ability to execute*

**TOKYO, January 5, 2016** – Ricoh today announced that it has been positioned in the “Leaders” quadrant of the Gartner “Magic Quadrant for Managed Print and Content Services Worldwide”<sup>\*i</sup>. This is the sixth consecutive year Ricoh has received the leadership designation from Gartner.

This year's Magic Quadrant encompasses Managed Print Services (MPS), which Gartner defines as a service offered by an external service provider to optimize or manage a company's document output to meet certain objectives, and Managed Content Services (MCS), which Gartner defines as a comprehensive solution that rationalizes, streamlines and optimizes business communications by providing customers with consultative help, software, and implementation.

As a part of its focus to empower customers with the ability to seamlessly capture, transform and manage information, Ricoh has developed a single, customizable managed print services plan. Along with this, the company also delivers managed content services (MCS) across the IT side of printing, business process automation and business process optimization. Further to this, Ricoh embeds services in a comprehensive needs assessment and solution development process that evaluates how a company manages information and business processes, with a goal of driving value and reducing the burden on IT departments.

Although many MPS offerings focus tightly on devices and print management, Ricoh's managed services are delivered through a more holistic approach, employing Ricoh's five-phase [Adaptive Model](#). This approach delivers a unique offering for each customer that focuses on understanding, improving, transforming, optimizing and governing the overall services process.

This customer-focused approach to MCS offers consultative help to optimize the IT side of their printing environment, business process automation and business process optimization, along with a superior organizational change management methodology. To continue helping customers achieve success in this area, Ricoh extensively trains its own staff in MPS and MCS.

“We believe our positioning in the 2015 Gartner Magic Quadrant demonstrates our commitment to enabling our global customers with the most effective ways to continuously improve and remain competitive in their respective industries,” said Carsten Bruhn, Group Vice President &

Ricoh Company, Ltd. [www.ricoh.com](http://www.ricoh.com)

Ricoh Building, 8-13-1 Ginza, Chuo-ku, Tokyo 104-8222 Japan

E-mail : [koho@ricoh.co.jp](mailto:koho@ricoh.co.jp)

General Manager, Services Business Center, Ricoh Company, Ltd. “We approach every customer engagement with the five phases of Ricoh’s Adaptive Model. This creates a journey of continuous improvement that increases the value of the services we deliver and extends our long-term partnerships with our customers. As the MPS industry evolves, this approach enables us to be flexible and address our customers’ changing needs, no matter where they are in their journey.”

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

\*i. Gartner, Magic Quadrant for Managed Print and Content Services, Ken Weilerstein, Tomoko Mitani, 21 December 2015

### **About the Magic Quadrant**

Gartner Magic Quadrant research methodology provides a graphical competitive positioning of four types of technology providers in fast-growing markets: Leaders, Visionaries, Niche Players and Challengers. As companion research, Gartner Critical Capabilities notes provide deeper insight into the capability and suitability of providers’ IT products and services based on specific or customized use cases.

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#### **| 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 about 200 countries and regions. In the financial year ending March 2015, Ricoh Group had worldwide sales of 2,231 billion yen (approx. 18.5 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/](http://www.ricoh.com/about/)

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