Ricoh helps customers enhance their office productivity and revolutionize their workflow with its imaging products and service solutions tailored to company-specific needs and challenges.

We start by defining and making sure we understand our customers’ challenges and goals, such as cost reduction, productivity improvement, enhancing information security and environmental impact reduction. We then propose a service solution optimized to address the identified issues. After implementing the solution, we operate and control the installed equipment ourselves through on-site maintenance, remote device management and other services. We also periodically check the data on equipment use and assess the effectiveness of the solution. Based on our analysis, we provide improvement advice on an ongoing basis.

What customers expect from office equipment providers is no longer limited to achieving an excellent output device environment. They also look to us to help solve issues directly relevant to business performance—for instance: how to optimize operational efficiency through the overall reduction of administrative workload and optimal human resource allocation, and how to globalize their business and/or organization. By being attentive and responsive to such changes in customer needs, Ricoh has been creating and delivering broader value by expanding our offerings to include solution services that solve our customers’ problems, including the establishment of centralized output device management, the implementation and operation of IT systems, and business process outsourcing services.

These advanced solutions make full use of Ricoh’s years of experience in developing its customer-focused business processes; the supporting infrastructure that makes such extended value delivery possible, i.e., the strong sales and support network which provides quality, one-stop solutions to global and local customers; as well as our extensive line-up of imaging products, from low-end to high-end.

Ricoh develops and maintains evolving partnerships with customers with its personalized offerings based on a deep understanding of our customers’ present and potential needs.
RICOH NOW—Delivering greater value to customers

Offering customer-focused solutions to overcome today’s challenges.

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Diagram of Ricoh’s value creation and delivery

Continuous improvement

Effectiveness review

Study and analysis

Operation and management

Solutions implementation

Proposal

Customer support equipment maintenance

Service solution proposal

Illustration of revenue stream expansion

Expansion of business areas and earnings opportunities

Increase of value delivered to customers

Outsourcing

Operation and maintenance of devices and systems

Document solutions

Software

Hardware

Managed Document Services (MDS)

IT services

Consumables

Maintenance

Output stream expansion

Patient help desk

FPD

Printer

Client PCs

Fax machines

Consumables

Office productivity improvement, resulting from an enhanced document workflow, such as better document use and management through the use of the scan feature of MFPs

Ricoh Solution Showcase (1)

Company A (USA based)

A manufacturing company operating its business worldwide.

Customer’s problem

- Output devices (copiers, printers, fax machines) are purchased and managed on a location-by-location, department-by-department basis, not enterprise-wide.
- The existing output fleet consists of various models from several vendors, resulting in complex supplies management and maintenance service arrangements.

Benefits achieved

- Visualization of output device usage, enabled by Ricoh’s assessment
- Optimal allocation and integration of output devices
- Improved operational efficiency by centralized order placement and management of supplies and maintenance service
- Office productivity improvement, resulting from an enhanced document workflow, such as better document use and management through the use of the scan feature of MFPs
- Reduction of total printing-related costs by approximately 30%

Solutions from Ricoh

- On-site assessment of the utilization of output devices (copiers, printers and fax machines)
- Proposed a multi-stage optimization plan and an operational mechanism such as internal rules on the purchase and management of output devices
- Centralized support and maintenance services by Ricoh for all output devices
- Help desk and on-site support service to all locations worldwide

All the above benefits and solutions are provided by Ricoh’s Managed Document Services (MDS).

MDS allows customers to reduce their document-related administrative work, thereby concentrating on their core operations. Based on an in-depth analysis of document input/output history, we advise on optimal device allocation and efficient workflow. In addition, we implement the proposed plan and manage devices on behalf of the customer. Besides reduction of TCO and environmental impact, customers will also benefit from MDS, which enables customers to focus their resources on core business, in the form of improved productivity and operational efficiency. The strengths of our MDS are Ricoh’s strong global sales and service network and extensive experience in this field.
Ricoh Solution Showcase (2)

**Customer profile**

A Japanese construction company with 20 employees, primarily performing public works projects. No previous business relationship with Ricoh.

**Customer’s problem**

- Increased load on the existing IT system, due to the rapid shift from paper to electronic formats for mail correspondence and management documents for construction projects, has slowed processing speed and lowered performance of the existing IT system, affecting overall operational efficiency.
- Concern over information security and antivirus management since important data such as construction project-related files are maintained on employees’ computers.

While wishing to rebuild the IT environment to address these issues, the customer cannot afford to hire a full-time IT employee.

**Solutions from Ricoh**

- **IT service by Ricoh**
  - Ricoh’s one-stop service provision from system development and operation to management and maintenance.
  - Fully customizing the environment to customer needs.
  - Installing a file server, acquiring an exclusive domain name, managing email addresses, virus protection across the entire system, on-site maintenance, support through the help desk.

And more! Ricoh provides a one-stop solution for IT infrastructure development, management, and maintenance.

**Voice of the sales representative**

“Whenever an IT-related problem occurred, the customer had to expend considerable time and effort to detect its cause and recover from the problem. Now they are no longer affected by such problems and can concentrate on their normal business knowing that, ‘if something comes up, all I need to do is just to call Ricoh.’ Delighted with the current status, the customer told me that they want Ricoh to take care of all their output devices and overall office infrastructure, not limited to the IT infrastructure.”

**This is how Ricoh’s IT services can help customers.**

From the design and development to the operation, management and maintenance of IT infrastructure, Ricoh provides a wide range of services that suit customers’ organizational size and needs to bring an optimal IT environment to their offices. As its services cover a variety of non-Ricoh products, customers do not need to purchase services from multiple vendors. A single service contract with Ricoh offers flexible one-stop service and support. As a result, customers can reduce their IT management work and focus on their resources on their core business. Ricoh will continue to meet the needs of customers worldwide with its locally tailored IT services.

Ricoh Solution Showcase (3)

**Customer profile**

Toll Brothers, Inc. (USA based)

A leading home builder and real estate developer headquartered in Horsham, Pennsylvania, the U.S.A., operating in 21 states nationwide.

**Customer’s requirement**

- Bring the production of marketing tools (e.g., direct mails) in-house to reduce printing costs and shorten delivery time.
- Customize marketing tools individually for each customer to make them more appealing and effective.

**Benefits achieved**

- In-house production led to an approximately 65,000-dollar reduction in annual outsourcing costs and shorter production period
- Able to produce individually customized marketing tools with stylish design for each customer
- Improved security because the in-house production of direct mails avoids the risk of having their customers information compromised

**<Solutions from Ricoh>**

- **Recommended** Ricoh Pro C900 for the in-house production, which can produce a wide variety of printed materials in small batches, and is compatible with various types of paper
- **Recommended** Toll Brothers as an innovative client
- **Proposed to establish a workflow for in-house print production and, as part of such efforts, to introduce new application programs**

**Teaching employees how to operate a digital printer, and what functions are available to be used for what purpose for employees who had no experience in using digital printer**

**Training on how to use the newly introduced application programs, as well as effective design techniques**

**Helping the customer’s in-house printing production by offering on-site support even after the installation**

**Such solutions are available in our production printing business.**

Ricoh supports a wide range of customers who operate data centers, copy centers, print shops, commercial printing, direct mailing, and more with its one-stop solutions catered to the needs and purpose of each customer. Typical offerings include device installation, ensuring compatibility with mission critical systems and networks, on-site maintenance, and operation training, which are all designed to meet the customer’s needs and purpose. In addition to cost reduction and accelerated delivery times, our solutions offer customers additional value such as more effective execution of sales promotion, thus helping them improve workflows and expand their business.
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- Increased load on the existing IT system, due to the rapid shift from paper to electronic formats for mail correspondence and management documents for construction projects, has slowed processing speed and lowered performance of the existing IT system, affecting overall operational efficiency.
- Concern over information security and antivirus management since important data such as construction project-related files are maintained on employees’ computers.

While wishing to rebuild the IT environment to address these issues, the customer cannot afford to hire a full-time IT employee.

**Solutions from Ricoh**

- Install a file server
- Acquire an exclusive domain name
- Manage email addresses
- Virus protection across the entire system
- On-site maintenance
- Support through the help desk

And more! Ricoh provides a one-stop solution for IT infrastructure development, management, and maintenance.

Voice of the sales representative

“Whenever an IT-related problem occurred, the customer had to expend considerable time and effort to detect its cause and recover from the problem. Now they are no longer affected by such problems and can concentrate on their normal business knowing that, ‘if something comes up, all I need to do is just to call Ricoh.’ Delighted with the current status, the customer told me that they want Ricoh to take care of all their output devices and overall office infrastructure, not limited to the IT infrastructure.”

This is how Ricoh’s IT services can help customers.

From the design and development to the operation, management and maintenance of IT infrastructure, Ricoh provides a wide range of services that suit customers’ organizational size and needs to bring an optimal IT environment to their offices. As our services cover a variety of non-Ricoh products, customers do not need to purchase services from multiple vendors. A single service contract with Ricoh offers flexible one-stop service and support. As a result, customers can reduce their IT management work and focus their resources on their core business. Ricoh will continue to meet the needs of customers worldwide with its locally tailored IT services.

Ricoh Solution Showcase (2)

**Customer profile**

Company B (Japan based)

**Customer’s requirement**

- Increased load on the existing IT system, due to the rapid shift from paper to electronic formats for mail correspondence and management documents for construction projects, has slowed processing speed and lowered performance of the existing IT system, affecting overall operational efficiency.
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Ricoh Solution Showcase (3)

**Customer profile**

Toll Brothers, Inc. (USA based)

**Customer’s requirement**

- In-house production led to an approximately 65,000-dollar reduction in annual outsourcing costs and shorter production period
- Able to produce individually customized marketing tools with stylish design for each customer
- Improved security because the in-house production of direct mails avoids the risk of having their customers information compromised

**Benefits achieved**

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**<Solutions from Ricoh>**

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