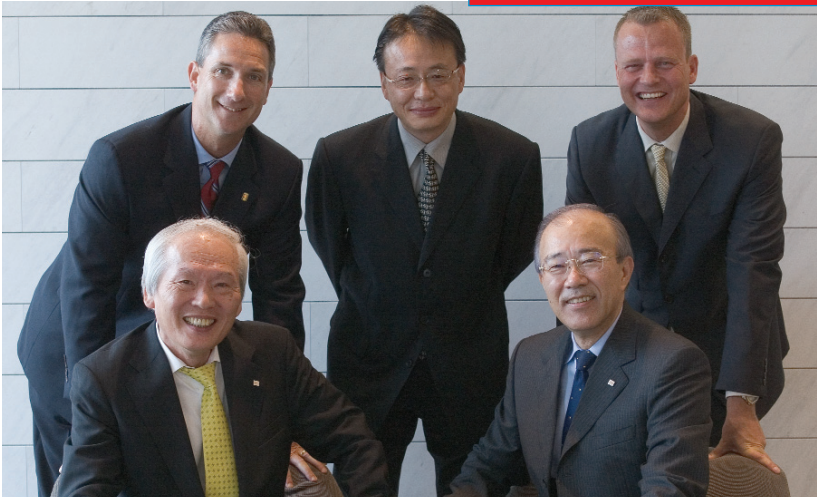


## SPECIAL ADVERTISING SECTION



# Ricoh Reaches Out to Global Businesses

CLOCKWISE FROM TOP LEFT:

**Dominic Pontrelli**, VP, Direct Marketing, Ricoh US and Leader of Global Services Americas. **Yasushi Okutsu**, General Manager, Ricoh Global Service Business Center, International Business Group Ricoh Company, Ltd. **Carsten Bruhn**, General Manager and Vice President of Operations Ricoh Global Services Europe. **Kazuo Togashi**, Corporate Senior Vice President International Business Group Ricoh Company, Ltd. **Katsumi Yoshida**, Chief Marketing Officer, Corporate Executive Vice President Ricoh Company, Ltd.

**A**fter experiencing a 25% revenue increase in each of the first two years of operation, it's no secret that Ricoh Global Services has become a key growth engine for the company. What's more, the document-management solutions aimed at global enterprises give Ricoh an edge over other copier and printer manufacturers.

"If a global customer wants total document solutions, we have a distinct advantage over all other manufacturers, thanks to our extensive overseas network," says Ricoh's Chief Marketing Officer, Corporate Executive Vice President Katsumi Yoshida.

A global leader in digital office products and solutions, Ricoh provides direct sales and service to countries around the world whose combined economies account for 98% of the global GDP. And in every major market, Ricoh is among the top three market share leaders for document output products that offer a combination of copying, printing and scanning.

However, Global Services are generating the buzz at Ricoh headquarters these days. And that buzz is growing louder thanks to recent global contracts inked with Volkswagen A.G., who selected Ricoh to be its exclusive supplier of document production equipment, and Unilever, who signed a Managed Print Services contract that covers 15 European countries.

"Surprisingly, many large companies still do not know what they are spending on document creation," says Yoshida. "Give us a chance to show you how much you spend, and we'll show you how much you can save."

Unlike its competitors who create solutions based on assumptions and remote monitoring software, explained Yoshida, Ricoh makes fact-based assessments on document processes from in-person interviews and onsite analysis.

A typical Ricoh Global Services relationship begins with an extensive onsite cost analysis and workflow assessment to examine every aspect of a corporation's business and document needs.

Once it can be determined how much a company is spending on document creation, solutions are provided for better management, increased productivity and total cost reduction, also known as Ricoh's Managed Print Services.

"We might suggest changes in document management

flow, or digital archiving to reduce the use of paper," says Yoshida. "Or we might suggest a reduction of the number of machines (copiers, printers, etc.) a company uses."

According to Yoshida, the key advantages that Ricoh Global Services offers is what every large corporation is looking for today: 1) Improved productivity, 2) Reduced costs, and 3) Improved data and information security.

Regarding security, Ricoh can help companies establish more secure digital workflows and, in the case of digital documents, add user permissions and policies, encryption, digital signatures and time stamps certified by trusted authorities.

According to Yoshida, the groundwork for Ricoh's Global Services business began back in the mid 1990s with the globalization of Ricoh's sales and support base through the acquisition of OEM distributors such as Savin in 1994 and NRG in 1995, which helped transform Ricoh into a global document solution provider. The purchases of Lanier in 2001, and most recently Danka Europe, helped to further solidify the Ricoh Group's international sales base.

Next, Ricoh set up regional Global Services offices in Japan, Europe, North America (covering South America), Asia Pacific and China. Ricoh also has Technology Centers in the regions. And the Technology Centers give Ricoh Global Services a local face.

"Corporate IT managers feel more comfortable talking to engineers or tech professionals," says Yoshida. "At our Technology Centers they can discuss customized document solutions with someone who understands the software or technology."

What's the future hold for Ricoh Global Services? Yoshida would like to see some of Ricoh's streamlined processes become established benchmarks for the industry, which he believes will attract the attention of more global enterprises. But there's no rush, much like a typical Global Services contract, Ricoh is expecting positive results for many years to come.

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To learn more about Ricoh Global Services, go to [ricoh.com/thinkasone](http://ricoh.com/thinkasone)