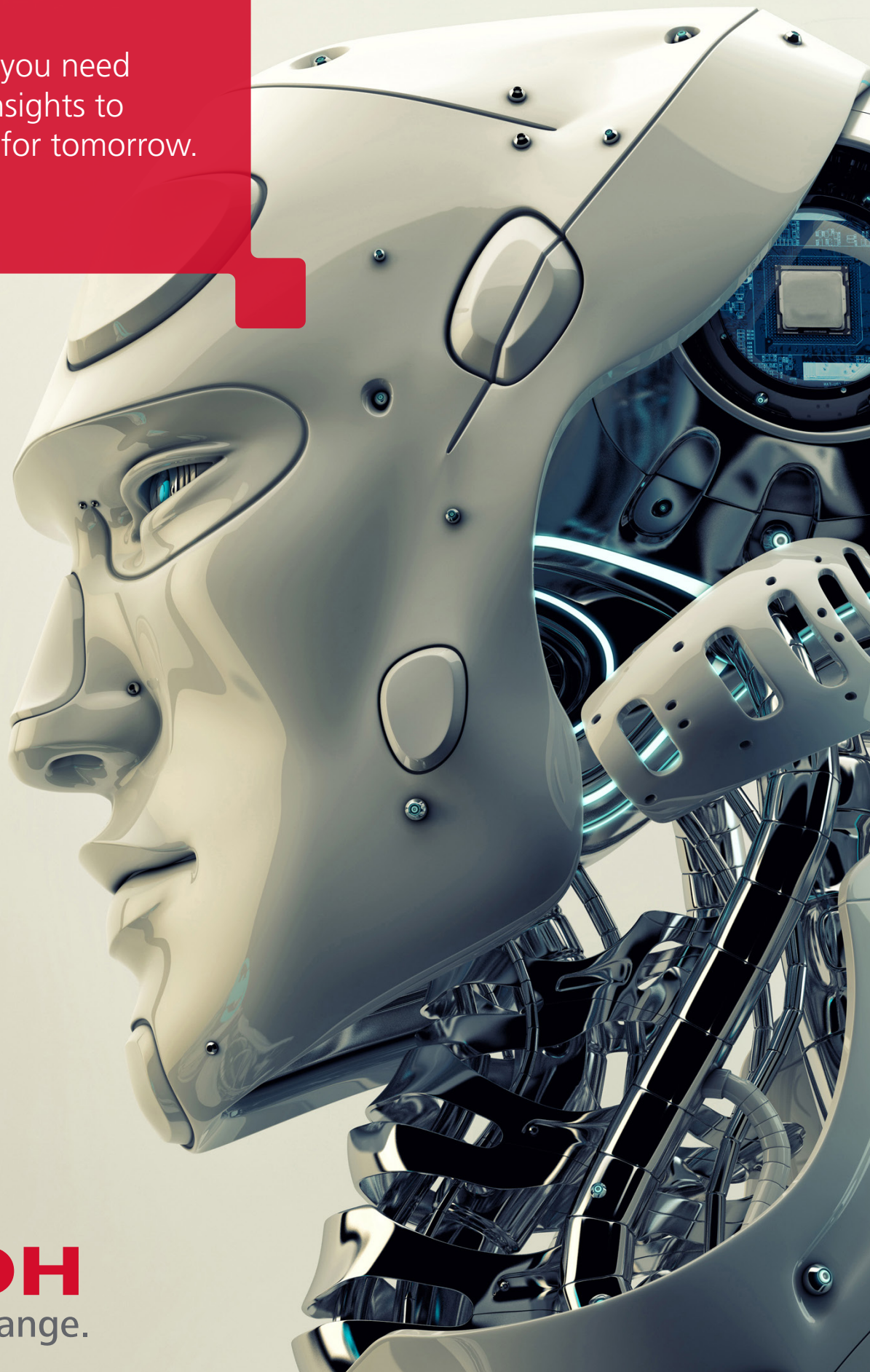





Your Performance  
is our priority

# Ready for the future?

The services you need  
today. The insights to  
prepare you for tomorrow.



**RICOH**  
imagine. change.

A man in a dark suit and tie is holding a white tablet computer. The background is a blue-tinted city skyline with many skyscrapers. A large red rounded rectangle is overlaid on the right side of the image, containing white text.

Ricoh works harder,  
smarter and faster to make  
our partners the most  
profitable in the industry.

**Join us.**

Ricoh is not just an industry leader in the development and supply of document solutions, services and multifunctional print devices (MFPs). We are a global expert at enabling companies to transform the way they do business and become more profitable in the process.

People like you have become trusted partners in achieving these aims and without these valued relationships we wouldn't be where we are today.

To share in this success, talk to us and find out more.

## A solution for every one of your customers' needs

Ricoh has developed an exceptional portfolio of technology driven solutions which are centred on the total document workflow.

With innovation being at the core of everything we do, we've also produced a series of service-led propositions. These additions have been created as a result of extensive research, and the knowledge that the way organisations work, is changing.

We know that you want to stay ahead of these industry changes to ensure your continuing success. Our knowledge, expertise and imagination ensure that the business challenges of tomorrow are dealt with today.

## Outstanding quality - driven by creativity and innovation

For the last five decades we've been using our collective imaginations to inspire new ways of working.

Our reason for existing is to make a tangible and measurable difference to the way the modern workplace operates. A truly innovative approach enables us to do this and provide solutions that drive success.

Our strap-line: "*imagine.change.*" means exactly that. We know that for many people, '*change*' is a frightening word. But it's a fact of life that has to be embraced. At Ricoh, it's a daily challenge that provides all the motivation we need to help our partners be the very best in their field.

## Great ideas lead to exceptional opportunities

In order to create the best opportunities for our partners, ideas have to be developed. That's why our annual global R & D spend is in excess of \$1 billion.

Having a sizable budget is certainly a big contributor in developing these opportunities; but it's the creativity and market insights that really drive our ambition.

We want to create the best workplace solutions in the world and present our partners with opportunities that far exceed anything the competition can offer. Our dedicated showrooms and workplace tours provide an excellent showcase for the ways we help businesses to keep moving forward.

## Partner support is the lifeblood of a successful partnership

It doesn't matter how good our technology is or how advanced our insights are; if we fail to provide the right support it's our reputation and your business that suffers.

Our Partner Sales Managers are much more than their title suggests. They are a multi-skilled, multi-talented team of industry experts that proactively work with you to increase sales.

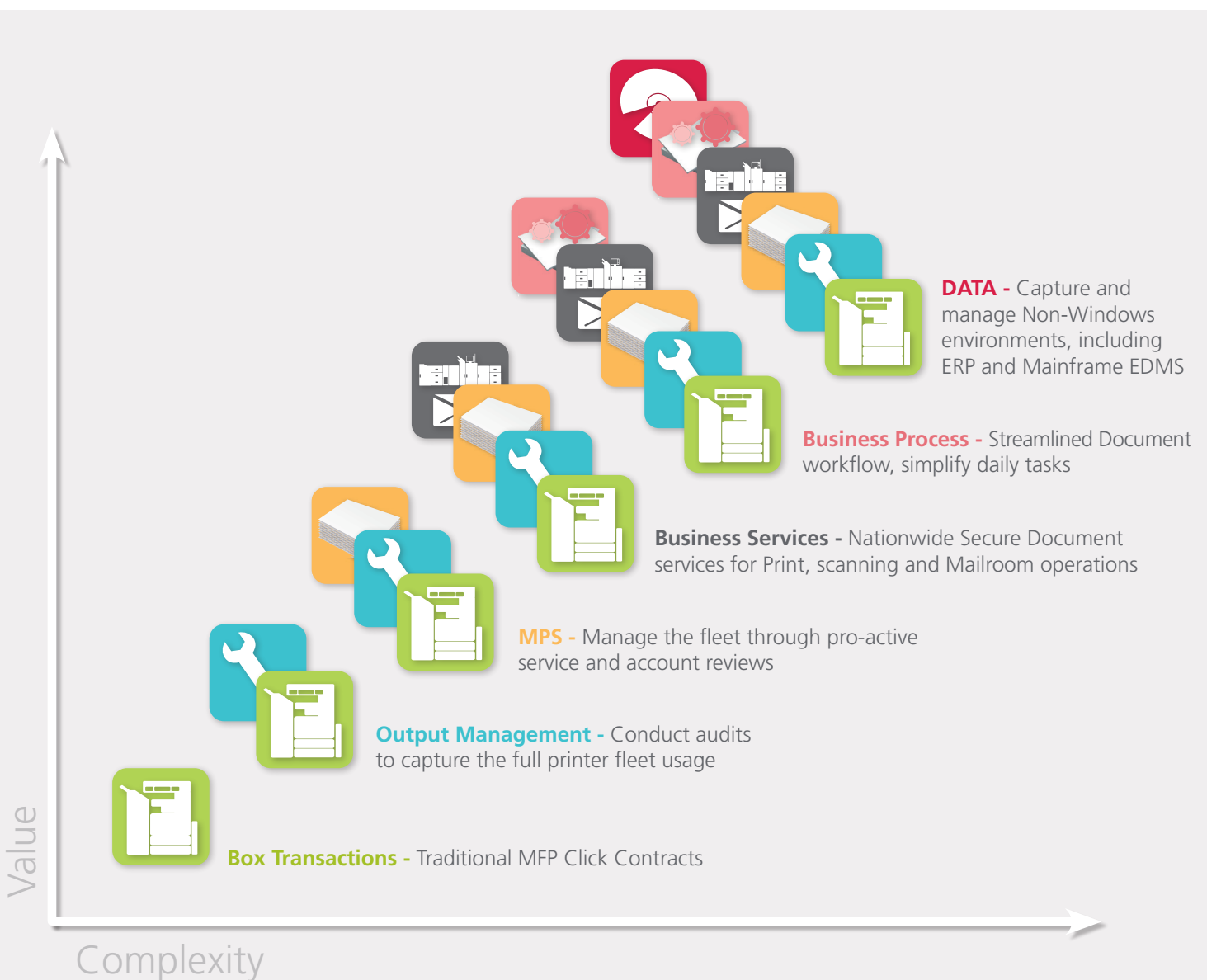
We're proud to be able to say that Ricoh partners have the largest market share of any partner community.

# Services Transition... Let's Evolve

Traditional hardware sales still have their place in your portfolio, but for anyone who's serious about the future, the reality of the need for change is certain. Unfortunately, some sectors of the industry have already experienced a rapid decline in hardware sales. In order to reverse this trend they will need to look to the future for inspiration and adopt new ways of working. Without in-depth knowledge how can you be sure that you are genuinely heading in the right direction?

We may be a technology provider, but our main focus is on providing outstanding service, regardless of its form. Simply put, our market insights tell us that the future lies in providing a 'services-led' proposition. We are fully committed to helping our partners make this vital transition – and, in doing so, can make it painless, rewarding, and of course, profitable.

## Significant growth and profitability are just a few 'layers' away



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“Ricoch are  
committed to  
our Business  
Partners”



# A comprehensive suite of services

## Office Print The market leader

There are some very good reasons why one in four\* MFPs purchased in the UK are manufactured by Ricoh. Our award winning machines aren't just designed to provide reliable printing, copying, faxing and scanning. They actively improve business efficiency, streamline workplace productivity and intuitively learn the preferences of your workforce.

You don't have to be tied to your desktop to action a print job. Our products work seamlessly with your smartphone so you can route and share your documents from any location with an internet connection.

*\*Source: Infosource*

- Competitive running costs means increased service annuity
- Intuitive user interface across the Ricoh range benefitting multi device installs making training simple
- Largest portfolio of products allowing greater wallet share of customer business
- Shared options and consumables freeing up cash-flow for your business
- Full compliment of embedded solutions for the complete MPS approach across A4 & A3 MFP's
- Competitor Intelligence provided to sales team empowering them with the latest in product benefits and industry trends

# Production Print

## No.1 in colour production print

We can introduce you to this lucrative marketplace and show you exactly how to increase your profits and provide a value-added service.

Our Production Print specialists have the experience to make sure you avoid all the pitfalls and identify the best strategy for your success. And for the large corporate print room, the enterprise-level results add a polish that only an out-sourced solution could normally deliver.

- Lock out your competitors by capturing their print room
- Capture more of your customers' total print volume
- Full technical support and sales support from dedicated specialists
- Opportunity to gain the Ricoh production print certification

## Production Print Solutions

### **Bridging the gap between digital content and print production**

Ricoh has developed TotalFlow. It's an open architecture under which all production printing solutions are positioned. It allows information to be processed and delivered accurately – starting from the creation, data handling and printing, to the verification of a full line of finished deliverables.

TotalFlow provides our partners with a one-stop-shop that includes both Ricoh and hand-picked third-party solutions.

Our solutions revolve around four fundamental customer processes:-

- Capture
- Manage
- Produce
- Innovate

## Office Workflow Solutions

### Streamline your processes

We have a range of software and hardware applications that can address every single element of the workflow journey. Their purpose is to make your customers' lives easier and more profitable, whilst doing exactly the same for yours. This will meet with the demands and requirements of today's customers and allow your organisation to add real value and additional annuity to your business.

A major application for our systems is managing the automation of an organisation's most common tasks. This essential process can transform a sluggish enterprise into a workhorse that gets on with the business of doing business. Many of our out-of-the-box workflow solutions will allow you and your sales team to transform the everyday life of your customers' workflow challenges.

# Software Solutions

## The complete offering

The best hardware is only as good as the software that drives it.

As well as developing our own software, we work with the industry's best developers to create solutions that transform business environments. This will empower your sales teams to increase margin and customer engagement with your business.

All of them have been diligently tested to ensure that they fit effortlessly with our full range of other products. And we know from experience, that when delivered with the right advice, guidance and support, the end result provides a staggering difference to the way an organisation conducts its business.

- Improve business processes
- Increase efficiency
- Enhance security
- Ensure compliance
- Develop best practices

# Professional Services

## Address the critical challenges

Developed over many years in partnership with global and local customers at every level, Ricoh's world class Professional Services team are in place to help your business deliver the right solution to your customers. Whether you are looking to install hardware or software, from the smallest to the largest sites, Ricoh are here to help make it happen.

We can provide combinations of end-to-end, cost-effective packages to help you deliver the ideal solution to your customers — essential in this highly competitive 'information age'.

From the initial consultation with your clients, to project sign-off and deployment, our thorough understanding of the need for easy product and software integration, together with our commitment to Total Quality Management ensures that we can help add value to your business, help win new business and increase the profitability of your existing client base.

- Seize opportunities to make margin and revenue through billable professional services time
- Complement your existing professional services proposition with our wide-ranging solutions, expertise and national coverage
- Leverage Ricoh's capabilities and expertise if you don't possess your own in-house professional services team



# IT Services

## Helping businesses at every level

Ricoh ITS provide the perfect opportunity to add more value to your current range of products and services and broaden your reach. You already offer fully networked MFP devices, so it makes complete sense to offer to manage your clients' actual networks.

It doesn't matter what size they are, we can provide something that will invariably make their business perform better in some way. And because your own business is unique, we can tailor a support package that fits like a glove with your own proposition.

- Specific IT functions
- 24/7 service contracts
- Complete network support
- Provides a complementary solution to other services
- Minimal partner effort required

# Document Outsourcing

## Gain a further foothold in your clients' businesses

Ricoh's document outsourced services are designed to remove the expense and burden of managing non-core business processes, without the need for significant financial outlay.

You can use Ricoh Document Outsourcing to transform your clients' document-heavy business processes by enabling a consistency of quality across all departments.

In addition, they will get a wealth of value-added services that go above and beyond traditional document services. By integrating printer fleet with the operation of your clients' print room or mailroom, or with scanning and archiving services, we can deliver significant productivity gains and reduce costs across the entire business.

- Additional revenue streams from existing and new clients
- Improved customer retention
- Increased sales opportunities
- Adds a greater range of services to your portfolio

# Managed Document Services (MDS)

## Off site services

- Print and mail room
- Scanning and records management
- Digital mail room
- Variable data printing
- Litho and digital printing
- Ricoh marketing services
- i-Invoicing

## Services outsourcing

## Managed services

## IT services

## Leading technology

## Intelligent software

### Print Control

- Empowered users, secure documents and control of costs

### Advance Scanning

- Customisable Scanning, Integrated into your processes

### Device Security

- Control access and distribution of your most sensitive information

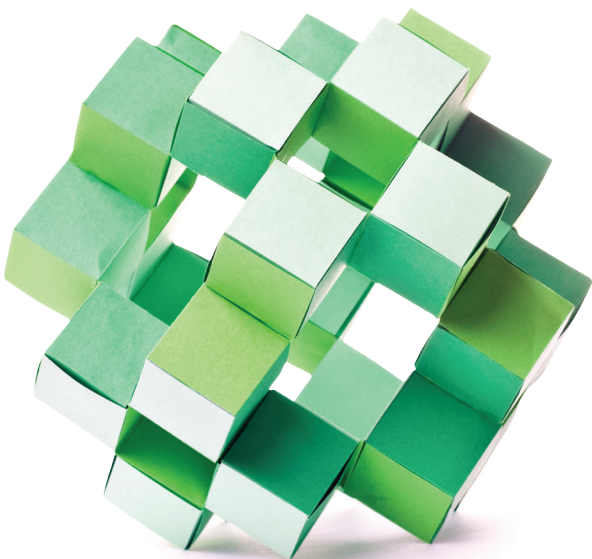
### Document Manipulation

- Manipulate documents seamlessly across all standard formats

### Production Print

- Solutions for Production Print Marketing

**RICOH**  
imagine. change.



## On site services

- Fleet and facilities management
- Print room management
- Mailroom management
- Scanning and archiving
- Digital mailroom
- Electronic invoicing (Ricoh i-Invoicing)

Whether you require an integrated office solution, a high volume production solution or outsourcing and professional services, our broad array of products and services can be tailored to meet your unique needs.

## Discover

- Security assessments
- Network, server and storage assessments
- IT assets, applications and licensing assessments

## Source

- Technology evaluation and proof of concept
- Product comparison and recommendation
- Procurement optimisation and contract management

## Deploy

- Configuration
- Image and application deployment
- Product deployment
- Training

## Support

- Service desk
- Application support
- Installs, Moves, Adds and Changes (IMAC)

## Manage

- Optimisation and virtualisation
- Data storage and management
- Hosting

## Consult

- Professional Services
- Project and Transition Management

## Office products

- Colour and Mono A3 MFPs
- Colour and Mono A4 MFPs
- Colour and Mono Printers

## Production Print

- CRD Colour and Mono
- Commercial Print
- In-Plant
- Print for Pay
- Full suite of Document Finishing

## Wide Format

- Technical wide format
- Graphical wide format

## Digital Duplicators

- Mono
- Spot Colour

## Projectors and Cameras

- Short throw projectors
- Digital Cameras
- SLR Cameras

## Unified communications

- Portable Video Conference
- Interactive Whiteboard
- Digital Signage





## The right approach from the right people

### Empowered Account Management Dedicated, and focussed on your success

Empowered account management is about developing a strategic plan that takes your business to the next level. That's why our Partner Sales Managers (PSM) first remit is to identify and fully understand your business goals.

Once this vital first stage has been completed, the real work begins. We're not interested in seeing you do 'okay'. Our intention is to help you increase sales, grow profits and maximise the value of your business.

Your PSM has a wealth of knowledge and is here for the whole journey, not just the beginning. They are fully accountable for the relationship between your organisation and Ricoh, and will do everything within their power to navigate the fastest route to your success.

### Sales-driven Presales Support Another level of expertise and sales support

It takes a great team to get the results we strive for, and we have the best. In addition to a PSM, we appoint a nominated Area Support Executive (ASE) who provides additional expertise on our full range of hardware and software solutions.

They will happily attend client meetings with you and help you to close sales. This can be at the client's premises, at your offices, or at one of our nationwide demonstration centres. They have a whole armoury of tactics up their sleeve ready to share with you.

The ASEs have an advanced level of expertise and software knowledge which means they can develop bespoke training packages to up-skill your existing sales team. These packages are developed in line with our full portfolio of services. If there's an opportunity to make a sale it will not be missed.

# Business Generation

## Creating opportunities for your business

We're here to help you grow, and that means creating new opportunities with you. Our Business Generation Executive work with you to create and execute bespoke campaigns that target the right audience and generate new business.

We can use your existing customer base as a solid starting point, and create a full customer profile to hone your offer and maximise sales opportunities. The Business Generation executives will provide the ideas, structure and motivation to ensure your sales teams succeed in new business wins.

Ricoh possesses all of the tools and know-how your organisation needs to achieve the success you deserve.

# Tailored Marketing Support

## An expert for every marketing channel

Customer feedback has told us that our marketing department is amongst the most supportive in the industry. We provide you with a vast range of sophisticated marketing tools, sales-driven events and communications that will diligently promote your business to potential clients.

In becoming a Ricoh partner you also gain access to our sales support portal which offers a comprehensive library of resources - all at your fingertips. This includes regular incentives and promotions to further drive sales.

Our exceptionally well resourced marketing team focus on developing propositions specific to the marketplace. In addition to this, our work with industry analysts and the trade press on 'thought leadership' means that partnering with us will soon have you operating above the competition.

# Peace of Mind

## For you and your customers

Ricoh is a trusted partner and secure company to do business with. This is backed by our ISO 27001 Information and Security Management Systems accreditation. In short, our processes are fit to ensure the confidentiality of all business data.

Security and compliance is an important consideration for your clients. A number of Ricoh products have obtained Common Criteria certification which conforms to IEEE 2600.1. The certification is an international standard for IT security products and verifies that the security functions implemented meet its high standards; ensuring customers can safeguard the data on their machines without incurring extra cost.

# A Responsible Corporate Citizen

## Our policies make people feel good about dealing with us

It's not surprising that people are becoming more aware of the environment and their own personal impact on it. Customers are not only looking for success and financial stability from their suppliers, but also the ethics they hold and their commitment to making the world a better place.

As a partner, you can be safe in the knowledge that we take our corporate responsibility seriously. We actively encourage our partners to tell our story and communicate our values and sustainability credentials.

The products we create typically use half the energy compared to our competitors equivalents. In addition to this all Ricoh employees in line with our 'new ways of working' policies create more sustainable working practises.

Our CSR and sustainability policies are engrained in everything we do. Commitment to environmental protection is a part of our heritage, touching every aspect of our company, from manufacturing to distribution, business sites to recycling.

We are committed to reducing our environmental impact at all stages of a product lifecycle. That includes guiding channel partners to reduce their own customers' impact from manufacture to end-of- life. Ricoh was previously named as the 'Global 100 Most Sustainable Corporations in the World' and in addition, has been included in the 'Top Most Ethical Companies' by the Ethisphere Institute, for a number of years.

Ricoh has also achieved the Carbon Trust Standard, demonstrating our passion for building a sustainable future for the next generation. We've also been awarded 'Prime' status by oekom research, one of the leading rating agencies (worldwide) in the field of sustainable investment. These accolades are recognition of our achievements, and spur us on towards even more significant milestones.

To learn more about our CSR policies and on-going work, just ask us for our most recent CSR report.

## Here's a summary of our awards and accreditations:-



### Carbon Trust Standard

Ricoh has been a Standard-bearer of the Carbon Trust since 2009.



### Safecontractor

Ricoh UK Ltd has held the afecontractor certificate for a number of years.



### Investor in People

In recognition of our excellent approach to people management & development.



### CHAS

Ricoh UK Ltd has held the Contractors Health & Safety Assessment Scheme certificate for a number of years.



### CR Index

In the 2014 CR Index Ricoh UK achieved a four star rating and scored 96%. This is 8% higher than our 2013 ranking.



### ISO 9001

Quality Management System certified since 1996.



### Customer Service Excellence

Certification valid for 3 years with annual interim assessments.



### ISO 18001

Health & Safety Management System certified since 2010.



### BQF UK Excellence Awards Finalists 2014

The UK Excellence Award recognises the achievements of some of Britain's best-run organisations



### ISO 27001

Global certification since 2004.



### ISO14001

Environmental Management System certified since 2002.



### Excellence 600

Part of the UK Excellence awards process. Awarded to any business that scores over 600 points as a result of the assessment.



### FTSE 4Good



**Global 100 Most Sustainability corporation**



**Top 100 Global Innovators**



**Best Green Companies - Sunday Times**



**Payroll World Awards 2014**



**EFQM - Sustainability Good Practice**



**World's most Ethical Company**



**CDP**



**Corporate Responsibility Prime**



**Simplyhealth**



**FSC**



**Energy Star**



**Dow Jones Sustainability Indices**



**Let's Talk**

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