

RICOH
Service
Advantage
Executive Brief



Why Service Advantage

Ricoh is service innovation

We have the people, process and technology to stand up a successful service organization in hundreds of countries. For more than 80 years, we have been expanding our geographic reach, developing a professional field services operation and growing into one of the world's largest technology service providers. Our extensive market knowledge and distribution networks can streamline your approach as you expand into new markets. We don't take an all-or-nothing view. Our consultative approach helps you discover the best allocation of your resources—from closing the gaps in your product lifecycle management to supporting program execution. We execute on your behalf, saving you the time, money and resources of doing it yourself.

RICOH Service Advantage – *you innovate, we execute.*

Your business challenges

Create a clear path for growth

Your business is thriving and you are ready to take the next step and expand into new markets. To do so, you may need to create a support or distribution network in additional regions or countries, transfer information into multiple languages and adhere to new compliance and governance requirements. Yet you may not have the people in place or access to capital to successfully support such growth; it's challenging and costly to train technical staff and to sacrifice IT infrastructure expenses to support product expansion. That's why you can count on Service Advantage as your trusted advisor. Leverage our existing global infrastructure to your competitive advantage.

Our mission

Provide a clear and compelling competitive advantage

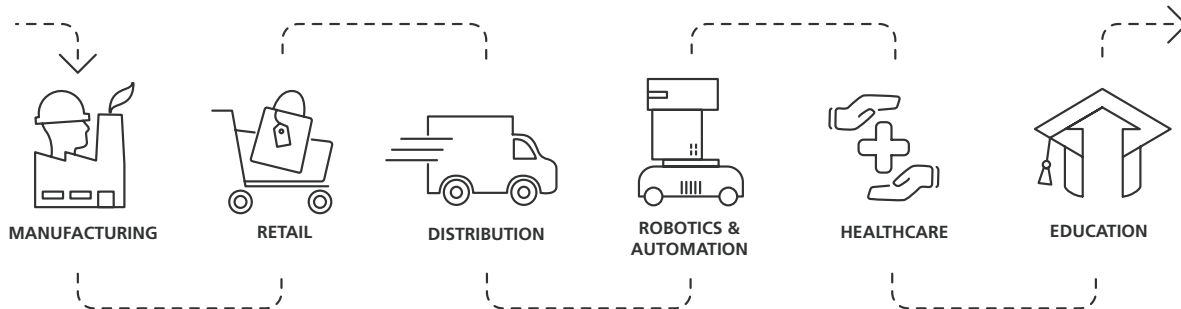
We know that successful business growth requires more than just great product innovation. It also requires exceptional customer service and support. Service Advantage provides a scalable and flexible service support infrastructure for companies of all sizes and stages of growth. Our team will bring you creative strategies and solutions for solving your most complex expansion problems and help you deliver exceptional customer service. Not only do we execute on your current plan, we're a full partner helping you develop your growth and expansion strategy. *Our mission is your mission.*

Who we help

We focus on your success

RICOH Service Advantage has demonstrated expertise and leadership in several emerging technologies that touch virtually every industry vertical. Advancements in robotics and automation continue to improve efficiencies throughout the supply chain, intelligent commerce is changing the way companies interact with their consumer, and additive manufacturing/3D printing (AM) is quickly becoming part of many businesses growth strategies. The landscape is constantly evolving with consolidations, mergers & acquisitions and breakthrough discoveries. Our reputation as a global leader, along with our close partnership with private equity, venture capital and corporate investment markets ensures streamlined access to Service Advantage's unparalleled *infrastructure as a service*. Whether you are already a global leader, a newly funded startup, or a portfolio manager looking for accelerated operational scale, **RICOH Service Advantage** is your partner of choice.

TECHNOLOGY THAT CROSSES MARKETS



Our global reach

We do business in approximately 200 countries and territories

With more than 17,000 worldwide skilled technicians at your fingertips, it's likely that we already do business in the markets where you're ready to expand. Our service professionals and technicians understand the business compliance concerns and speak the language of your customers in these markets. Below are some additional facts about our global footprint:

- Founded in 1936, Ricoh has been in business for more than 80 years.
- We employ 97,000+ employees worldwide.
- Our worldwide sales reached \$18.9 billion at year end of March 2018.
- ISO27001 standard for information security achieved worldwide.
- Our technicians maintain all relevant certifications including A+, Net+, MCSE and Mobility+.
- Vendor and OEM relationships that extend across all industries.
- We are a leader in environmental sustainability.

Infrastructure as a service

Leverage our knowledge and people

Ricoh's commitment to its employees is evident throughout the entire organization. Our continued investment in leadership development, continuing education and technology expertise directly translates to industry recognition and measurable customer satisfaction. This philosophy of excellence extends from the corporate office throughout our organization where ethical responsibility, environmental stewardship and a customer first mentality helps drive every decision. We have been a trusted and reliable partner delivering innovative service solutions for over 80 years and hope you will consider us to provide your company with a competitive **Service Advantage**.



www.ricoh-usa.com/en/ServiceAdvantage

Ricoh USA, Inc. 70 Valley Stream Parkway, Malvern PA 19355 | 1-800-63-RICOH

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