



RICOH Service Advantage

Creating value through lifecycle services

RICOH
imagine. change.

www.ricoh-usa.com/en/serviceadvantage



Growing businesses face a number of common challenges as they expand into new markets. There are new laws and regulatory compliance. There is a need for service technicians to be “on call” and ready to be deployed to your customer's facility at a moment's notice. And, of course, there is a high cost associated with market expansion. Managing all of this on top of creating innovative products that will sell in the new market can be overwhelming, at best.

This is particularly true when considering today's business landscape and our current marketplace

saturation. According to research conducted by the Global Industry Analytics, Inc., while innovation has always been the key to business success, in the current volatile and tough economy, disruptive innovation is what brings real success in the marketplace.¹

Disruptive innovation is innovation that creates a new market and value network that eventually disrupts an existing market, and in doing so, displaces established companies. What worked yesterday may not work tomorrow. It is the new growth builder in the post-recession era.

¹ Press Release, “MCP-6516: Product Lifecycle Management (PLM) – A Global Strategic Business Report.” Global Industry Analytics, Inc.: A Worldwide Business Strategy and Market Intelligence Source, June 7, 2016.

As it becomes apparent that the old ways in which we approached product creation and market expansion are no longer sustainable, then we must ask ourselves — how **should** we approach them in today's economy?



For starters, an organization must be able to quickly scale to meet demand — not only in its existing market but also in potential global markets. Field service resources must be able to provide customer support when and where it's needed. Additionally, organizations must have a dialed-in distribution channel where products go seamlessly from manufacturing to wholesaler to retailer, or into your channel, and then finally to the end consumer. There is a huge amount of up-front capital, time and resources that go into successfully pioneering and expanding this type of services delivery and support organization.

This is true for all businesses regardless of size. From start-ups entering the market for the first time, all the way up to large, global enterprises — growth companies all face similar challenges. In the simplest sense, these challenges typically align with the stages of the product lifecycle management process (PLM). As a business

expands into a new market, the lifecycle management process kicks off, which begins at conceptual product design and continues through to product retirement and reclamation. Along the way, as companies design, manufacture, deploy and reclaim their products from the market, they run into common and predictable struggles.

According to the same study conducted by Global Industry Analytics, Inc., the global market for product lifecycle management (PLM) is projected to reach U.S. \$65.8 billion by 2022, driven by the growing focus on disruptive product innovation and the ensuing need for technology solutions that help align product development processes, systems and investments with business objectives.² It's clear that the focus is shifting toward lifecycle management and the most effective strategies to deliver these solutions.

² Press Release, "MCP-6516: Product Lifecycle Management (PLM) – A Global Strategic Business Report." Global Industry Analytics, Inc.: A Worldwide Business Strategy and Market Intelligence Source, June 7, 2016.

RICOH Service Advantage



So what role does Ricoh play in this?

For over 80 years, we have been in the business of creating new, cutting-edge products and services, expanding our growth into new regions and placing our global resources at our customer's disposal. We help organizations of all sizes execute against their strategic plan and accelerate their business growth by leveraging our existing global infrastructure to their own competitive advantage. We strive to help ensure positive experiences for our customer's customers.

When companies enter new markets, the ability to quickly scale to meet customer demand is critical, but, is often hard to do right. There is so much work that goes on behind the scenes, such as the marketing and advertising of your product, the IT support team that keeps your business up and running, and the C-level executives that help manage and oversee every detail. As your company grows, it's critical that these key personnel remain in place to keep your business running smoothly. Yet, you also know that expansion requires manpower, and lots of it, so you will need to pull resources from somewhere.

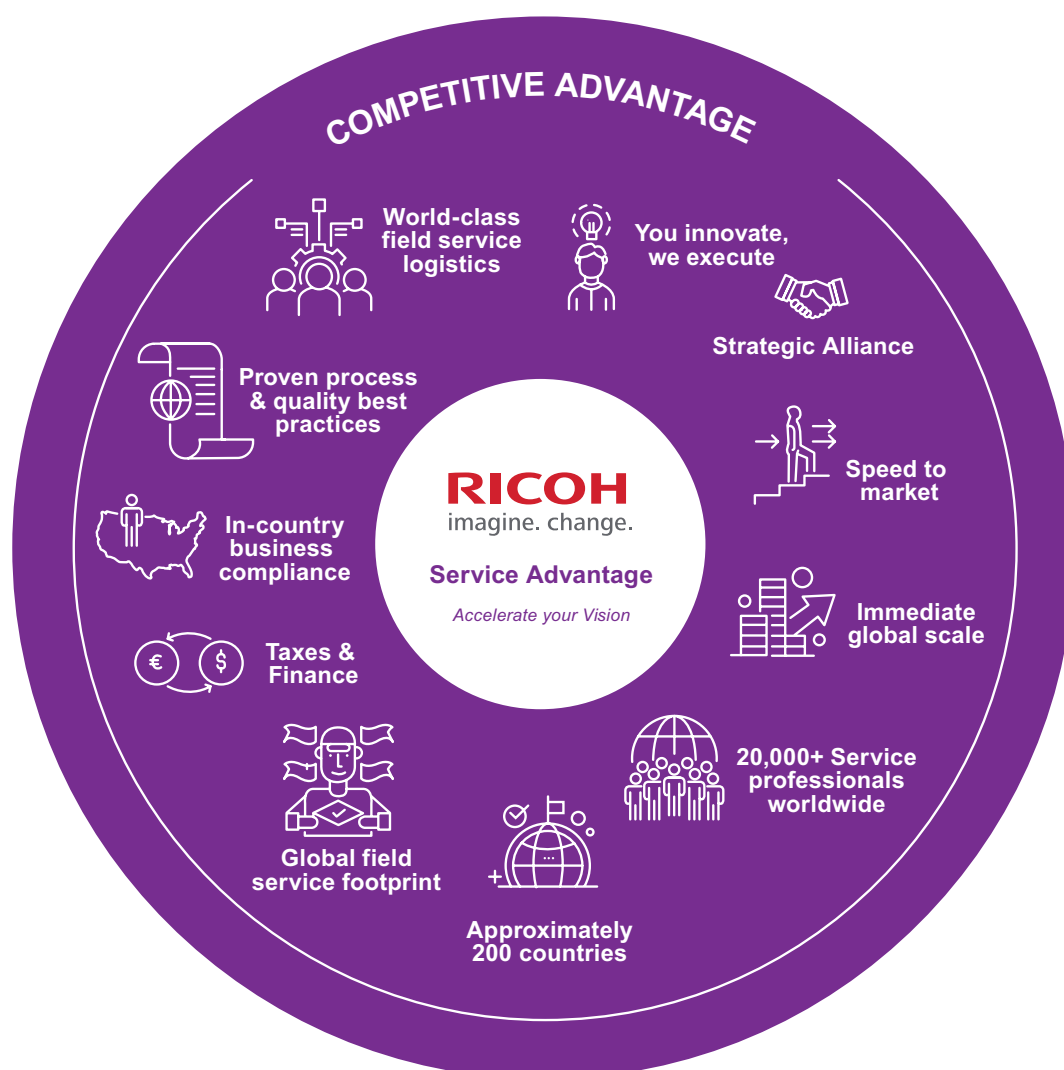
This is where we can help.

RICOH Service Advantage has demonstrated expertise and leadership in several emerging technologies that touch virtually every industry.

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 is quickly becoming part of many business growth strategies. The landscape is constantly evolving with consolidations, mergers & acquisitions and breakthrough discoveries.

Service Advantage provides a scalable and flexible Technology Lifecycle Services infrastructure to companies of all sizes and stages of growth.

The Service Advantage team brings creative partner-to-business (P2B) strategies and solutions to these companies to help solve their most complex expansion problems and help them deliver exceptional customer service and technical support to their customers.



Service advantage is your trusted advisor helping you create a clear path for growth. Leverage our global infrastructure to your competitive advantage.

- Improved working capital
- Superior quality consistency
- Accelerated and predictable scale
- Consistent and effective service & training operations
- Improved customer experience
- Access to our global logistics and strategic partnerships



1 Product readiness and implementation

The issue

You've designed the hottest new technology — do you have the resources to get to market quickly and meet customer demand?

The situation

You're a young and well-funded startup company getting ready to launch your new product or service in the marketplace. After many hours of design, engineering, and manufacturing you have an interested customer eager to use your product in their nationwide network of facilities. Your focus centers on deciding your strategy to most effectively plan the implementation and distribution of your product. Equally important is determining an approach to service this market to meet or better yet, to exceed your customer needs. But, where do you start? You haven't had time to build the

internal resources necessary to successfully and quickly stand up a service organization.

Alternatively, you may be an established company and have had success in selling your products in your existing market. Now you have a great new product you'd like to launch into a different market sector that will help expand your business revenue. You worry that your internal resources will be stretched too thin to successfully enter this new market, or that your competition may get there first if you don't.

The challenges

You're not alone. There is a lot to consider when it comes to successful product deployment and service readiness. The burden is heavy on both current support resources and corporate budgets.

Here are some common challenges companies face when bringing a product to market.

Device configuration and preflight

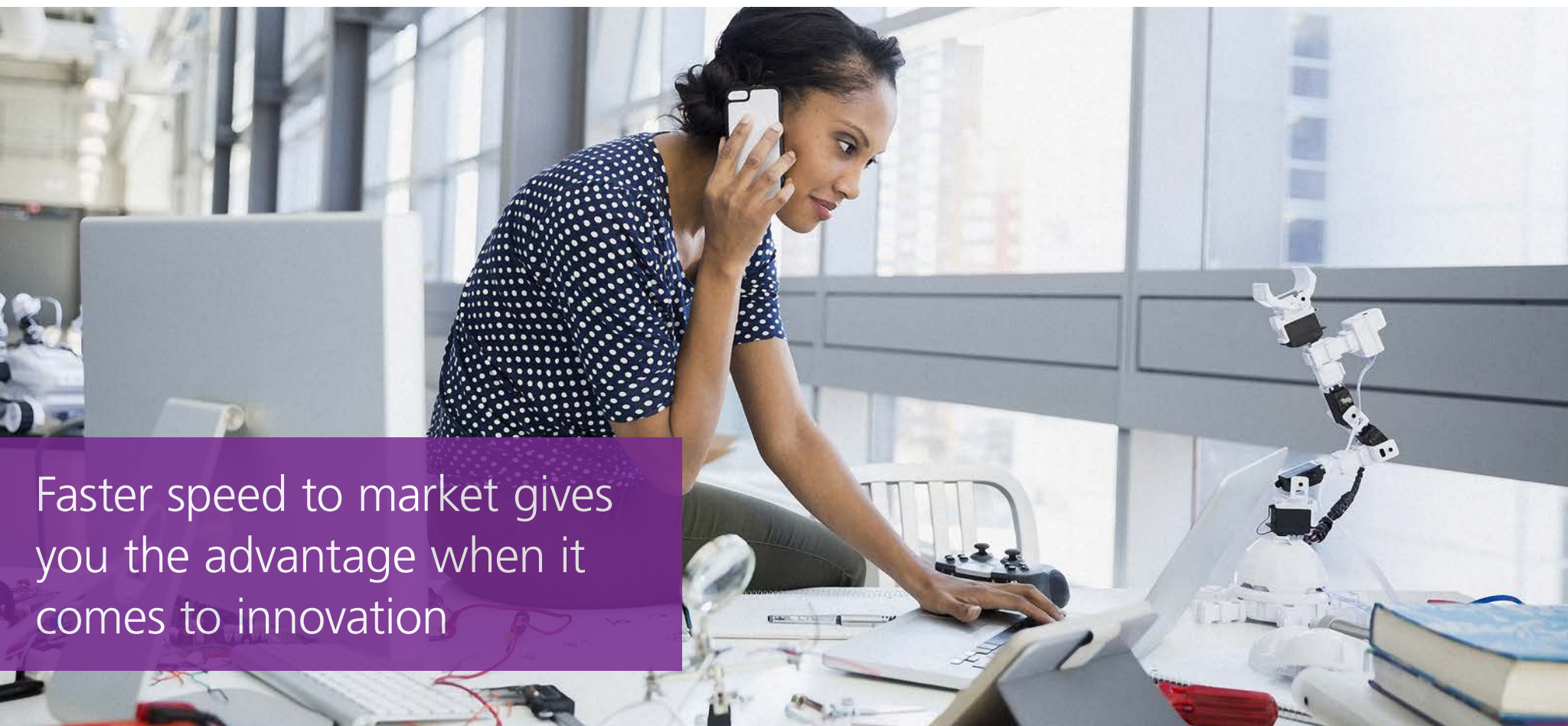
In order to guarantee maximum onsite installation time, it's critical that you first configure equipment as required and perform final field testing or pilot programs. This must be done before deployment. You will also probably want to stock the merchandise into the machine (if this step is required) before shipping to improve efficiency and speed-to-market. Again, this step takes considerable human resources, which are not always easily ready and accessible.

Device deployment cycle times

Meeting market demand is critical to ensuring successful market expansion. Therefore, it's important to define your process around deployment cycle times. How quickly must these cycles be completed? The answer to this question may be difficult to come by since you don't yet have experience in this new market. However, it's critical to ensure product readiness.

Planning final installation and "production turn-up"

This step involves service enablement and initial product introduction into the new market. It's not enough to deploy a product—you also have to service it. You need enough resources to service your products within a specific quota of time once you've received the service call. Additionally, your customer may require extensive training and documentation on how to use your equipment.



Faster speed to market gives you the advantage when it comes to innovation

The solution

Invest in Service Advantage capabilities and allow your key personnel to focus on your core business, its function and value in the market. With more than 5,000 highly trained service professionals, we can help you stand up your support network faster, which enables you to get to market quickly. Rather than investing in the necessary people, processes and technology yourselves, you can count on us to provide crucial resources.

As a manufacturer and service provider for over 80 years, Ricoh has broad experience in managing service operations and service delivery for electro-mechanical equipment technology. The Ricoh *Customer First* field service technicians provide effective support for over 1.7 million devices in the U.S. today across many industries and regional markets. Within the Service Advantage program, our scalable architecture is flexible enough to fit in any customer environment — from small businesses to large enterprises, including consulting, training, technology integration, and financing.

As a result, we help you reduce the cost and complexities of launching a new product while boosting accountability to better control costs and security. It's a win-win solution. We ensure going-to-market effectiveness, service fulfillment, and product release experience. You create and innovate, we execute.

Real world example: Robotics

RICOH Service Advantage helped a robotics company design the deployment and integration of their robots into 500 retail establishments. Ricoh provided the skilled technical “handlers” who served as training, integration and customer service advocates in the store during the robot’s regular operational hours and offered a comprehensive maintenance program and repair service technicians as a component of each robot team.

Ricoh is committed to helping this robotics company leverage the power of our vast technical and field service expertise to deliver convenience and satisfaction to their customers. Providing onsite support allows the company to accelerate their growth potential into additional retail and distribution markets and concentrate on new models and innovations in the robotics space.





2 Forging commercial partnerships

The issue

Your company has created an innovative technology, but you're not sure how to identify new commercial opportunities or implement cost efficiencies around its deployment and resources.

The situation

You are now faced with making decisions around commercialization. At its core, it encompasses forging partnerships with vendors, suppliers and customers, and selling your product into the right marketplace. You're sure many companies might benefit from your product, but you fear you're not making the right connections within the right industries, and you worry about how you might support your sales and growth trajectory and meet your manufacturing goals.

Also, you may have questions about the logistics of manufacturing or maintaining a parts inventory or staging and stocking a warehouse.

As your business grows, it can be difficult to manage multiple vendors and suppliers while keeping a handle on cost. And, while growth is a good thing, you realize you may simply not have the space you need to fulfill large orders as quickly or as efficiently as you'd like to meet your customer's needs.

The challenges

There are many things you may not have considered as you were busy creating and launching your new product. Not only are you navigating the “newness” of your business or market, but you may also encounter many urgent needs or customer demands as business fluctuates. There are several common challenges that many growing companies face at the commercialization stage.

The challenge of finding new opportunities

You’ve done a good job identifying your initial key markets and customers and you believe you can continue to grow the business in other areas. But the daily demands of running the business and staying on top of research and development have limited your initiative for seeking out additional opportunities.

Lack of manufacturing resources

You know you could be more cost-effective if you found a manufacturer for certain components of your equipment, but you aren’t a large enough business, or don’t have the resources to find the right partner to outsource this work for you.

The high cost of growth

You’re a growing company, but you don’t currently have the physical space or resources for staging, storing, transporting or fulfilling orders at the scope needed to fulfill demand.



It's challenging to concentrate on the big picture and strategy for future growth.

The solution

The Service Advantage approach leverages Ricoh's full range of capabilities to offer value driven services to our customers. We deploy our field teams, our component technologies, our support infrastructure and even connecting our partners to enable growth.

Our expertise extends to the enablement, creation, and enhancement of relationships with vendors and OEMs found across all industries. One of our greatest strengths is an extensive network of partners who provide, with us and through us, services and solutions to scale, leveling the playing field for organizations of all sizes and industries to develop and thrive.

We have the scope to reach and identify partnerships and execute on them for your benefit, and we are experts at leveraging resources and developing synergies to the advantage of all the stakeholders involved.



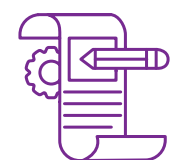
10
R&D facilities



16
Global technology centers



5.4%
Research budget to sales ratio



50,400+
Patents accepted worldwide

Real world example: Optical components

RICOH Service Advantage sourced an IT hardware solution for a large retail fulfillment operation. The retailer was able to utilize the existing partnership to find a custom optical component solution that would work as a visual guidance system with the company's existing hardware and software. After several tests, a modified, pre-commercial release version of the component was selected that increased the in-field runtime hours by approximately 300%.

Real world example: Robotics partnership

RICOH Service Advantage facilitated an introduction and ongoing strategic partnership between an emerging robotics company and a multinational energy corporation which utilizes their autonomous robot to carry out a number of inventory and materials transport functions in off-limit areas of the facility where it was not feasible for humans to travel comfortably. The robots make numerous trips daily, carrying necessary parts, tools and packages directly to the employee requesters in the large facility quickly, which saves time and resources. The partnership has enabled the robotics company a faster means of expansion into a new market segment and provided a needed automated solution for the mutual customer.



3 Expanding in the global marketplace

The issue

Worldwide demand – how to quickly shift to sell products in the global marketplace successfully.

The situation

You are now faced with making decisions around expanding your business to new global markets. Whether you're a new or established company set to increase its revenue stream, you know the only way to do this is to take on expansion outside of your home country. But you worry that you don't have the resources needed to enter a foreign market successfully, or that you're not entirely familiar with its laws and regulations.

At its heart, global expansion is about the physical movement of goods through a distribution channel to your consumer, and that distribution channel to your consumer is now worldwide.

Every company will, at some point, contemplate and evaluate the most affordable ways to move goods to its customers. In the end, it's imperative that your distribution channel successfully supports your product demand.

The challenges

There's a lot to consider when it comes to effectively delivering products and parts on time in a new market where transportation methods, regulatory compliance, and customs are foreign. Not only are you navigating the "newness" of the region but you're also trying to navigate the fastest and most cost-effective distribution channels. There are common challenges that many companies face in this stage of the product lifecycle management process.

Navigating in-country regulatory compliance is difficult

You know that to be successful in new markets, you may need to transfer information into multiple languages that adhere to new compliance and governance requirements. This can be tricky, particularly if you do not speak the language of the region. The more you divert your key resources to navigate regulatory compliance, the less resources you have to focus on your core business needs.

The high costs associated with market expansion

There are so many costs to consider when it comes to market expansion that it's difficult to know where to begin. You need to hire in-country resources to provide customer service, billing and support, train technical staff, and you need to sacrifice IT infrastructure expenses to support your product expansion — and this is only a starting point. You will likely need to pull resources away from focusing on and running your core business, although that is not advisable. You don't want to under-sell your potential, but if you get into a situation where you oversell yourself, you, your company and your key resources could take a big hit.

A woman with blonde hair, wearing a bright blue short-sleeved button-down shirt and a black headset with a microphone, is smiling and looking upwards. She is holding a silver tablet in her left hand. She is standing in a large warehouse with high blue metal shelving units filled with cardboard boxes. In the background, a small black and yellow autonomous mobile robot (AMR) is visible on the floor. A purple semi-transparent text box is overlaid on the left side of the image.

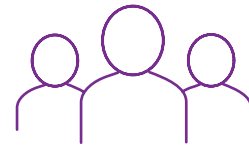
There's a lot to consider when it comes to effectively delivering products and parts in a timely manner.

The solution

With Service Advantage, one of our greatest assets is our worldwide network of partners, who provide services and solutions to scale, and as a result, level the playing field for organizations of all sizes and industries to not only develop, but to thrive. We work tirelessly to help you identify new opportunities to sell and distribute your product through our global partnerships, finding channels for your products, all while leveraging our capabilities to support your organization's global business initiatives.

Additionally, we can help you drastically reduce the high costs typically associated with global market expansion because rather than using your resources and your time to setup a support organization, you leverage our existing infrastructure to do this work for you. Chances are, we already have the people and the technology in place to allow you to scale. Partner with us, and you will instantly gain access to our existing resources.

80+
years



97,000+
employees worldwide

approximately
200
countries &
territories



Real world example: Retail cash machines

RICOH Service Advantage facilitated an engagement to help establish business operations, support and distribution for a large manufacturer of cash and coin recycling machines. The strategic alliance agreement gives the company a base of operations to expand throughout the Asia markets

Real world example: Electronic instruments manufacturer

When a global manufacturer of electromechanical instruments and power systems required technical support for their growing European expansion, they turned to RICOH Service Advantage to provide technical support in four European countries.

Real world example: Remote robotics support

A robotics company turned to RICOH Service Advantage to provide IoT remote monitoring of their robot units deployed at one of their first European customers, a large aerospace company. Monitoring, positioning programs and firmware updates are provided from the cloud through our Tucker, Georgia technical facility real-time with 24/7 support.



4 Support services infrastructure

The issue

Now that your products are being distributed in the market, you're faced with the challenge of how to best provide services and support coverage — both onsite and via a remote call center.

The situation

Support and maintenance are your top priority. These service lifecycle management stages are important because they focus on improving and growing customer relationships by checking in and communicating with customers to ensure their equipment is working well. Perhaps you already have some training and support infrastructure, but you may need to address some of the gaps in your current support process. Or, perhaps you're realizing that there is value in creating after-market revenue by planning programs and services that generate post-sales revenue streams.

Either way, there is a lot to consider when providing and building the proper training and support infrastructure. Do you need to provide support over the phone, via a call center both online and onsite—when your product breaks down or requires maintenance?

You need access to trained support technicians certified in the specific areas that are critical and customized, to your organization. More importantly, you need a workforce that is flexible to meet business demands, efficiently and cost-effectively.

The challenges

Standing-up a service organization requires people

You have optimized your distribution channel and set your deployment cycle times to meet market demand. But you're quickly realizing that this is only the beginning. You need skilled service technicians in your new market and you need them fast. You only have so much time to spare from when you first receive a support or maintenance call to when you can deploy a technician to your client's location. You need to move quickly to ensure minimal downtime, but you may not have the physical or capital resources to add such a large staff.

Understanding your parts inventory

Once your product has been successfully delivered, you have entered a new phase of your relationship with your customer. Customers consistently need to swap devices or receive replacement parts and upgrades. Efficient parts and inventory planning are critical to seamlessly delivering materials in new markets. Deploying a service technician to your customer's location to fix an issue without the right parts is just as damaging to your reputation as not deploying anyone at all.

Building reoccurring revenue streams

When it comes to support and maintenance, it's not only critical that you have enough resources required to answer and attend to customer calls—there is also the opportunity for after-market revenue generation. For example, you can create programs and services that generate post-sales revenue, such as monthly maintenance programs or managed support services. You know your products will require ongoing maintenance, so why not create a proactive program that addresses this? By providing routine preventative maintenance service on your products, it is less likely that they will break down at all. However, to make this a profitable venture, your field service technicians must have the skill sets and certifications necessary to provide leading customer support.

A photograph showing two male technicians in a workshop or factory setting. They are focused on working on a large, complex piece of industrial machinery. One technician is in the foreground, leaning over the machine, while the other is slightly behind him, also looking at the work. The machine has various pipes, wires, and mechanical components. A purple semi-transparent box is overlaid on the bottom left of the image, containing white text.

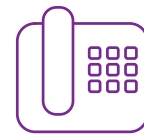
Service lifecycle management can help companies grow revenue and improve customer service.

The solution

We have the people, processes, 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 to global market expansion and help you accelerate growth.

Additionally, we operate turnkey call centers globally. Over 170 skilled service desk analysts provide support for more than 1.3 million devices in the U.S. and are open 24/7/365, making it easy to tap into our existing resources to support your equipment without experiencing downtime.

RICOH Service Advantage is your partner of choice to help reduce the cost and complexities of managing deployment and service environments while boosting accountability to control operational efficiency. It's a win-win solution.



3

U.S. call centers



170+

Service desk analysts



24/7/365

Support



1,300,000+

Devices in the U.S.

In conclusion

Your relationship with your consumer does not end once they've purchased your product, but rather – it has just begun. There is additional income to be made in creating programs and services that generate post-sale revenue streams. Since you know your products will require maintenance at some point, why not create a preventative maintenance plan that gets in front of any breaks or meltdowns? This is a beneficial situation for generating revenue for both your customers and your company.

Real world example: Intelligent commerce

A leading provider of automated retail systems leverages RICOH Service Advantage for their entire turnkey product lifecycle. From the training of the call dispatch center to the pre-deployment stocking, installation and servicing of the equipment deployed nationwide, Ricoh maintains the machines accurately, so these high-profile and unique automated "mini-stores" continue to deliver ROI to their owners in new sales channels and delight consumers with a unique instant retail experience.

Final thoughts

Now that you have seen a sampling of the competitive advantage that Ricoh provides through our global infrastructure and technology lifecycle management services, you can better understand how we can help you support your product and organization to help you scale-up quickly, go global, or empower operational efficiencies. Because every client that we partner with has unique equipment and customer needs, our services can be blended and arranged to best suit your organization's requirements.



Follow us:
[linkedin.com/showcase/ricoh-service-advantage](https://www.linkedin.com/showcase/ricoh-service-advantage)

RICOH
imagine. change.

www.ricoh-usa.com/en/serviceadvantage

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

©2019 Ricoh USA, Inc. All rights reserved. Ricoh® and the Ricoh logo are registered trademarks of Ricoh Company, Ltd. All other trademarks are the property of their respective owners. The content of this document, and the appearance, features and specifications of Ricoh products and services are subject to change from time to time without notice. Products are shown with optional features. While care has been taken to ensure the accuracy of this information, Ricoh makes no representation or warranties about the accuracy, completeness or adequacy of the information contained herein, and shall not be liable for any errors or omissions in these materials. Actual results will vary depending upon use of the products and services, and the conditions and factors affecting performance. The only warranties for Ricoh products and services are as set forth in the express warranty statements accompanying them.

Contact Ricoh Service Advantage:

Jim Kirby

VP Business Development & Strategic Alliances
Phone: 610-213-0467
james.kirby@ricoh-usa.com

BJ Ryan

Director Business Development
Phone: 864-527-1045
bj.ryan@ricoh-usa.com