New Ricoh Consulting Group leverages decades of consultative expertise to help customers grow their businesses

Experts help production printers find new avenues of efficiency and improved customer experience

MALVERN, PA, December 1, 2015 – Ricoh Americas Corporation today announced the formation of its Ricoh Consulting Group, aimed to empower production print customers to reach new business goals. This newly formed team of production experts leverages practical, real-world experience to deliver professional services via a practice-based approach focused on specific production areas including color management, workflow automation and strategic business systems consulting. Knowing that customers are seeking to gain new efficiencies, achieve a strategic advantage and convert cost savings into both top and bottom line growth, this team focuses solely on uncovering new ways to improve output quality and an improved customer experience. The formation of the Ricoh Consulting Group is the company’s latest step in its services-led go-to-market approach, as it looks to deliver resources beyond hardware and software offerings to help customers achieve success.

In today’s fast-paced, high pressure business world, printers are hard-pressed to find ways to adapt to a rapidly changing marketplace. The Ricoh Consulting Group takes aim squarely at the pain points that keep many printers today from reaching their goals. Its experts embrace and leverage industry-specific insight, operational experience and expertise to make informed assessments and recommend practical solutions.

“For many years, I’ve trusted Ricoh to help me develop a strategic business plan and implement new technologies to reach our business goals – and we’ve proven to be successful,” said Jim Sinclair, Print Production/Reprographics Manager, Lions Clubs International. “The partnership and dedication I’ve seen from my Ricoh team is unmatched. It’s due to this relationship that I was happy to embark with them as they launched the Ricoh Consulting Group. I’m looking forward to the results of this next journey, and I’m confident the Ricoh team will deliver.”
The Ricoh Consulting Group offers the following services:

- **Strategic Business Systems Consulting** – a practice focused on delivering a holistic and hands-on analysis of crucial areas of a customer’s operation. Ricoh’s consultants examine overall business plans, operating strategies and potential workflow gaps. Common services performed include Operational Reviews, Voice of Customer Studies, Market Rate Development and Project Management services for complex solution implementations such as MIS and e-Commerce. With an eye toward increasing operational efficiency and delivering on the ROI of complex projects, the team also develops strategic business plans to address growth strategies.

- **Workflow Automation** – a practice focused on conducting in-depth workflow assessments of e-Commerce, Web Storefront and MIS technology platforms via an extensive qualitative and quantitative analysis. The end result of these assessments is a strategy and roadmap for customers to leverage existing and new technology investments required to integrate and automate manual intensive workflows.

- **Document Composition & Multi-channel Distribution** – aimed to help customers with communication management strategy development and execution. Features of this service include: streamlining design; determining invoice distribution paths for electronic presentation, payment and distribution; creating business rules to create content, splits, sorts, grouping and house-holding; identifying content required from host applications; funneling jobs according to their requirements; and helping to ensure high efficiency and throughput while driving down waste and cost.

- **Color Management** – an offering that uncovers ways to help ensure an end user’s vision matches their execution. Ricoh’s color management consulting services address common issues with color “gaps” or limited color capabilities, including providing G7 Master certification services. This service addresses the needs of both small print service providers and large enterprises that seek to streamline the color management process and automate a heterogeneous environment including toner, inkjet, and traditional offset.

- **Business Continuity Services and Disaster Recovery Services** – empowers customers to assess their business continuity plan in the case of a variety of disasters, as well as helping them develop strategies and enable Disaster Recovery as a Service to minimize losses and maintain business continuity in the face of those disasters.

“Today’s print business is increasingly complex and advances in technology and customer expectations have accelerated the pace of change beyond the reach of most companies,” said Brian Balow, Vice President, Professional Services & Strategic Vertical Markets, Production Printing Business Group, Ricoh Americas Corporation. “Seeing this change, our vision with the Ricoh Consulting Group is to help accelerate and transform the way our customers think about
and do business in the future. We’ve seen printers struggling to adapt, unsure of how to proceed in this new world of work. We’ve also seen thriving service providers unsure how to take their business to the next level. That is exactly why we’ve tapped these experts with vast amounts of ‘street knowledge’ to help our customers solve these complex issues and capitalize on services that address new market opportunities. We know that together we’ll achieve benchmark performance levels.”

To find out more about how the Ricoh Consulting Group can help your business grow, evolve and protect continuity in a measurable fashion please visit: www.ricoh-usa.com/rpp.

| About Ricoh |

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2015, Ricoh Group had worldwide sales of 2,231 billion yen (approx. 18.5 billion USD).

The majority of the company’s revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, imagine. change. Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit www.ricoh.com/about/

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