

RICOH  
Service  
Advantage  
Executive Brief



## Your business challenge

### You innovate, we execute

Your business is thriving and, as a result, you are ready to take the next step and expand into new markets. To do so, you may need to transfer information into multiple languages and adhere to new compliance and governance requirements. Yet you don't have the people in place or the capital up front 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 Ricoh as your trusted partner. With RICOH Service Advantage, you can leverage our existing global infrastructure to your competitive advantage.

## Why Service Advantage

### We manage the delivery, you manage the results

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 approach. Instead, we pick up the pieces wherever and whenever you need the help—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.

## Our mission

### To provide a clear and compelling customer advantage

We know that successful business growth requires more than great product innovation. It also requires exceptional customer service and support as part of a solid product lifecycle management strategy. Service Advantage leverages our core strengths and deep infrastructure to provide you with a clear and compelling competitive advantage. We translate our many years of experience as one of the world's leading technology service providers into a trusted partnership, offering you a variety of services including distribution, consulting, design, installation, maintenance and infrastructure support. Our mission is your mission.

## Our global reach

### We do business in approximately 200 countries and territories

With more than 25,000 worldwide skilled technicians at your fingertips, it's likely that we already do business in the markets where you're ready to expand. Not only do our technicians speak the languages that your potential customers speak, they also understand the business conduct and laws in those regions.

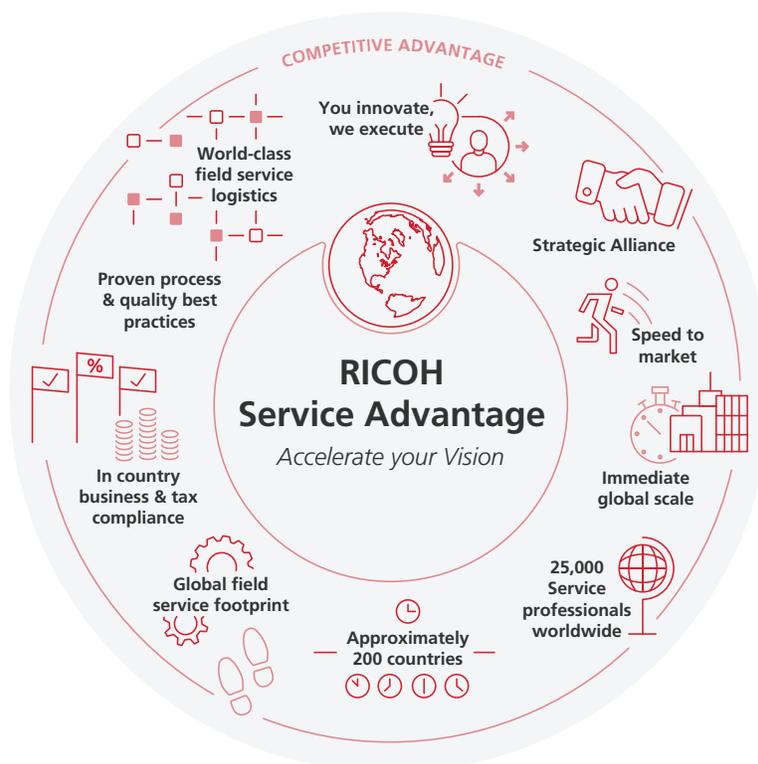
Here are some additional facts related to our reach:

- Founded in 1936, Ricoh has been in business for more than 80 years.
- We employ 108,000+ employees worldwide.
- We work in approximately 200 countries and territories.
- Our worldwide sales reached \$18.2 billion at year end of March 2017.
- We are an industry leader in service enablement.
- Our vendor and OEM relationships extend across all industries.
- We are a pioneer in environmental management.

## You leverage our professionals

### Our technicians carry professional certifications and have, on average, a 15 year tenure

Our training and certification program ensures all of our service technicians have the skill sets required to head up a successful service organization. On average, our technicians complete more than 100 hours of training per year delivering robust training programs for new technologies, which are categorized and completed by job role and products supported. In addition, they carry a variety of advanced certifications that are widely industry recognized, including A+, Net+, MCSE and Mobility+.



**RICOH**  
imagine. change.

[www.ricoh-usa.com/en/ServiceAdvantage](http://www.ricoh-usa.com/en/ServiceAdvantage)