



## Product services readiness and implementation

### The issue

Rapid market expansion — how to quickly shift to successfully sell products in new marketplaces or global markets?

### The situation

As a new and emerging company getting ready to launch your product or service in the marketplace, you find yourself in the initial phase of the device lifecycle management process: plan, design and configure. Of critical importance is determining a strategy to service this market to meet, or better yet, exceed your customer needs. Where do you start if you don't have the resources necessary to successfully and quickly stand up an organization in this market?

Alternatively, you might be an established company and have had success selling your products in your existing market. You're well-versed in its laws, regulations and language. Yet, you're concerned you've saturated it, or perhaps are just ready to increase your revenue stream, and know that the only way to do that is to expand. But you worry that you don't quite have the resources needed to successfully enter global markets, or that you're not fully familiar with the laws and regulations that this kind of expansion requires.

## The challenges

Common challenges you may face during the planning and deployment phase of product expansion include:

### Device configuration and preflight

In order to guarantee maximum onsite installation time, it's critical that you first configure units as required and perform final testing in the field. This must be done prior to deployment. You will also want to stock the merchandise into the machine (if this step is required) prior to shipping to improve efficiency and speed-to-market. Again, these steps require resources and manpower, which are not always readily 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 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 just deploy a product—you also have to service it. Your service technicians must be trained and intimately familiar with the product. You must have enough resources ready to service your products within a specific quota of time once you've received a service call.

## The solution

Invest in Service Advantage capabilities and allow your key personnel to focus on your core business, its function and growth value in the market. With more than 105,000 Ricoh employees worldwide, working in 200 different countries and territories, chances are we already work in the market in which you are looking to expand. With our large-scale, global network, we can help you stand up your support network faster and accelerate your speed to market.

Within the Service Advantage program, our scalable architecture is flexible enough to fit in any customer environment — from small businesses to large enterprises, including process and solution design.

As a result, we help you reduce the cost and complexities of managing deployment and service environments, while boosting accountability to better control costs and security. It's a win-win solution.

## Real world example: Robotics

RICOH Service Advantage helped a robotics company design the deployment and integration of their robots into 500 retail establishments. Ricoh provides the skilled technical "handlers" who serve as training, integration and customer service advocates in the store during the robot's normal operational hours, and also provides 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. This allows the company to accelerate their growth potential into additional retail markets and concentrate on new models and innovations in the robotics space.

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