RICOH
imagine. change.

DESIGNED FOR TOMORROW

Four ways to freedom:
**choosing the right MFP
for your business.**

Contents

Introduction: Businesses need freedom

The world is always changing. Nobody knows what will happen next year, next month or even tomorrow. All we know for sure is things will never stay the same. This means organizations need room to move. To evolve. To become something different depending on their current needs. In short: they need freedom.

Did you know that from 2013 to 2020, the digital universe will grow by a factor of 10 – from 4.4 trillion gigabytes to 44 trillion. It more than doubles every two years.[1]

Thanks to digital disruption, since 2000, 52% of companies in the Fortune 500 have gone bankrupt, been acquired, or ceased to exist at all.

And the future looks to be equally marked by rapid and dramatic change. It's estimated that three-quarters of today's S&P 500 will be replaced by 2027.

When your business moves at this speed, it's crucial that your devices can keep up with that pace of change.

In the age of the digital workplace, technology is the backbone of your business - and your multi-function printer (MFP) is a big part of this. For a single or home office
(SOHO), a reliable MFP gives them the power of a much larger infrastructure – at a fraction of the cost.

Equally, MFPs have long been an established tool for big organisations, enabling information management and automated workflow, and facilitating communication between colleagues and external partners.

Ricoh has intelligently created a range of Office Print solutions that constantly stay ahead of today's workplace requirements, ensuring that our customers' investment is protected and their needs are always met.

These new, intelligent devices are based on the principle of scalable intelligence. Through software and the cloud, your MFP can be updated, customised and upgraded remotely, in line with your changing needs.

Our solutions are designed to be flexible, scalable and tailorable to the changing circumstances our customers face, whether that's because of developments inside their own organisations or as the outside world moves on. And unlike most other MFP's on the market, Ricoh's intelligent devices mean an investment in today's equipment is also an investment in the future.

This e-book will help you make informed choices about the kind of MFP you want, and ultimately unlock freedom in your organization

By the end of the e-book you will have learned:

- How to keep your sensitive information safe with a secure MFP

- How to select an MFP to reduce your business's energy usage and carbon footprint

- How the right MFP can boost productivity and enable innovation

- How scalable intelligence will empower your business to grow and keep up with the pace of change

Read on to find out more.

[1] [Source: IDC iView, "The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things", April 2014]

Chapter 1: Scalable intelligence

The freedom to know technology will always be current, whatever the future brings.

Every business is trying to keep up with the pace of change. For many, new technology is the answer.

There's an upward trend in enterprise spending on new technology. In their Forecast, Gartner anticipates a Compound Annual Growth Rate (CAGR) of 4.2% in worldwide SMBs' IT spending over the next five years.

Spending by businesses with fewer than 1,000 employees is expected to reach $684 billion in 2021.

However, more than half (55%) of small business owners feel that their existing technology solutions are actually a hindrance to incorporating or adopting new technologies.

And this means limitations to operations more generally, given that 90% of customers would consider taking their business elsewhere if an organisation used outdated technology.

Failure to stay current can leave you uncompetitive, but the cost of constantly upgrading to new technology can be crippling.

Technology that scales with you

This is where the need for scalable intelligence becomes so important. When purchasing a new device, to maximise your return on investment (ROI), a business will want to ensure it can be used for as long as possible. This gives you the freedom to grow and innovate, without the need of having to constantly buy new iterations of technology. Ricoh's intelligent devices make this possible, because they grow with your business. The latest applications and features can be downloaded as and when you need them. And there's no need to call a technician or wait until the end of your contract. An intelligent device can be kept up to date with the latest applications, even in the face of rapid technological change. This is crucial, because today's digital world moves incredibly quickly. As consumers, we have all been conditioned by the technology we use in our personal lives, which is governed around the next trends and the newest devices.

It means we tend to expect the same dynamic tech cycle we experience as consumers in our workplace. As our needs change, we feel technology should be able to keep up – because that's how it works in the consumer world.

Unlike other printers on the market, an MFP with scalable intelligence stays current, negating the need to make a fresh technology investment. It will still meet your evolving needs – but without the hassle.

Your business is unique – your MFP should be too

Customisability is another feature which marks Ricoh's intelligent MFPs from the rest of the market.

We understand that every business and every workforce is different. Being unique is often what makes an organisation great – and you need a device that reflects that.

With our intelligent devices, you can select from our range of applications and software solutions – including security and cloud services - to truly tailor your device to deliver the workflow solutions that meet your business needs.

You can connect your device to external cloud services and third-party apps with Ricoh workflow applications. Convert paper-based information to digital by scanning directly to services such as Dropbox™ or SharePoint™, or scan direct to folders on your corporate network.

This means you can optimise your document management workflows in a way that suits your business and help your employees work faster, smarter and more securely.

Staying current in a fast-moving world

When you're thinking about scalable intelligence, think of when smart devices first arrived.

You don't always need to buy a new handset to reap the benefits of a faster operating system. By installing a new upgrade, you can enhance the power of your existing hardware. The same principle governs the Ricoh MFPs with scalable intelligence.

This shift in mind-set away from chasing the latest hardware brings untold benefits. First off, it's less stressful. As an employee with deadlines to manage, you don't want to have to think about learning to use a new machine every 6 months. Worse, if you're an IT manager, you're constantly trapped in a cycle of costing, purchasing and installing new machines – a timely and expensive process.

On top of this, you can avoid disruption by maintaining a consistent, upgradeable MFP. The fact that it can be updated means that it won't crash as the software gets out of date – so you reduce downtime that way. Similarly, not having to physically remove and install a new machine will save you time.

An intelligent device can cope with the pace of change in the world of technology – leaving you with the freedom to focus on business.

Chapter 2: Security

The freedom to focus on innovating for tomorrow, without losing sleep over security today.

When it comes to cybersecurity, a printer can often be overlooked.

But this is a serious mistake. Last year, 60%* of businesses in Europe and the USA reported suffering a data breach due to insecure printing.

If left unsecured, an MFP can be a serious threat, since it is simultaneously connected to the internal network as well as the internet. This creates a vector through which cyber-criminals can infiltrate your private network.

And the threat level is rising. Despite being a smaller market, Canada had the third most cyber incidents in the world last year![2]

In the face of this danger, it's more important than ever to secure every part of your IT ecosystem - especially your MFP.

At Ricoh, we've always been aware of the risks, and we're committed to helping customers avoid them. We operate on the basis of our CIA principle:

- Confidentiality – Access to information and documents must be restricted to trusted people only. This reduces the risk they will fall into the wrong hands.

- Integrity – It's vital to maintain the integrity of documents as they pass through the management system. This means locking documents in transit or storage so they can't be edited by unauthorized individuals.

- Availability – Security doesn't mean inaccessibility. You need to be able to reach the documents you need whenever, wherever and for as long as required.

We apply CIA to all our devices and processes. We don't fall into the trap of thinking of security as a stand-alone topic. It's integral to everything we do, and is part of every product and service by design. Ultimately, this gives you the freedom to innovate and operate at the speed you choose, without having to worry about how data is secured.

Protecting sensitive information

Our new range of devices are in-built with best in class security features. This starts with card authentication, which prevents sensitive documents from being viewed, copied or sent by unauthorised users.

We further protect sensitive documents with the Streamline NX secure release feature that restricts access to print output to the document owners only.

Our Data Overwrite Security System (DOSS) is designed to overwrite the areas of the hard drive used for image processing after each printing, copy, scan or fax job.

Maintaining the highest standards

Ricoh offers a broad line of devices that have been certified as conforming to the IEEE2600 security standard.

On top of this, our proprietary Ricoh-only operating system (OS) helps provide control and insulation from OS-specific threats that attack systems using more common machine languages.

A comprehensive range of services wrap around the other layers of security. We work with expert cybersecurity partners to offer consultancy and managed services to assist customers with monitoring, optimising and managing their document and information security.

Quocira Enterprise MPS Study, 2017. Data set: 240 organisations of 500+ employees from UK, France, Germany and USA across various industries.

[2] [Source: IT World, "Canada is a prime target for for cybersecurity attacks in 2019", Jan 16, 2019]

Your MFP is secure –
even at the end of life

Companies can make the mistake of ignoring the danger presented by MFPs at the end of their life. In this case, out of sight does not mean out of mind.

If a device is not correctly cleaned of sensitive information, this information will still be accessible when the device is thrown away. Whoever obtains the device at the end of its life will also be able to obtain the sensitive information it has stored on it.

But with a Ricoh managed MFP, we provide end-of-life services that remove business-critical and other identifiable data to protect customer confidentiality.

We also have a range of end of life services which will ensure that the RAM and HDD of retired customer devices are wiped clean before disposal.

Security that gives the freedom to be
productive, instead of hindering it

There's a myth that security comes at the cost of functionality and productivity.

With Ricoh's intelligent devices, this isn't the case. We focus on enabling secure access to data while ensuring that security features don't hinder business innovation, functionality, or productivity.

As long as we have been producing printers, we've been working out how to secure them. It's part of our DNA.

And with the latest range of intelligent security features, our intelligent MFPs empower you to concentrate on your core business activity, safe in the knowledge that your data will remain secure.

Chapter 3: Sustainability

The freedom to connect and create with ease, while being mindful of the environment.

Today, the worrying issue of climate change means that sustainability is on everyone's radar.

With the news that the last four years have been the hottest worldwide on record, it's become clear that every organisation, large or small, has a responsibility to make a change.

This is a responsibility Ricoh takes very seriously. We are striving to make our own operations more sustainable, and to help our customers do the same. This enduring commitment starts with our new range of intelligent MFPs.

Driving energy efficiency

Saving energy is a top priority for most organisations. Even an incremental reduction in energy usage can have a significant impact on your running costs, as well as your business's carbon footprint.

Our intelligent MFP devices have one of the lowest energy consumption levels in the industry, both in typical weekly energy consumption (TEC) and actual power consumption.

This is due to energy efficient features such as ultra-low sleep mode triggered by a Default Auto Off timer after the device has been idle for anywhere between 1 to 6 minutes. The super-fast recovery time makes sure there is no impact on end-user productivity.

This EcoMode functionality reduces the power consumption, running costs and carbon footprint of the device. But don't worry – a quick recovery time means there will be no impact on your productivity, since your device will wake up from sleep mode the second you need it.

A smarter use of resources means freedom to build a sustainable future

As part of our commitment to a circular economy, Ricoh has produced this range of intelligent MFPs using sustainable materials where possible.

Our Equipment, Toner Bottle and Cartridge Recycling Programs ensure we protect the environment, use resources efficiently and reduce needless waste. In fact, for every Ricoh machine that is recycled by Ricoh, 98.4% of the machine is recovered in the recycling process. We consistently aim to introduce alternative raw materials such as post-consumer waste plastic, bio-based plastic and scrap metal in our device components to replace the oil-based alternatives.

Smart Support functionality means less engineer visits and so less travel is needed over the lifetime of a device, reducing the carbon footprint.

And of course, our scalable intelligence range has an exceptionally long life cycle. This supports a highly sustainable business model, as the device can be updated to grow along with your business – minimizing the need to replace hardware.

The freedom to support a digital workplace

Printing has an unfair reputation for being bad for the environment, on account of the paper that is used.

However, intelligent MFPs are a fundamental part of a digital workplace. In digitising the document management process, they provide the option to go paperless and reduce unnecessary waste.

Automated digital processes enables our customers to maintain an up-to-date digital workplace, while also helping them reduce their carbon footprint.

The human aspect of sustainability

In addition to the environmental impact, there's also an important human side to sustainability.

This is social sustainability, which is all about ensuring the workplace is accessible to everybody. We want to encourage diversity and limit exclusion by adapting the workplace to the needs of as many workers as possible.

So we have designed a device which everyone will find easy to use. This involved making the font on the operation panel bigger for people with poor vision, and adding an accessibility handle so that people in a wheelchair can open the document feeder.

Ricoh is an organisation committed to sustainability

Just like security, sustainability is a key part of Ricoh's identity.

We are focused on achieving a zero carbon society and a circular economy. It's our intention to continue meeting the global standards for energy and resource efficiency such as EPEAT & Energy Star in North America.

When you partner with Ricoh, you're making an environmentally sound choice thanks to our deep and enduring commitment to minimising the environmental impact of our technology.

Chapter 4: Productivity & output excellence

The freedom to grow your business.

In today's digital workplace, technology has the power to influence the output of your business – for better or worse.

Equipment malfunction, for example, seriously inhibits productivity. **Workers waste an average of 22 minutes every day dealing with IT-related issues according to a survey by IT staffing firm Robert Half Technology. That translates into about 91 hours, or more than two weeks, per year.**[3]

And it's not just breakdowns that cause problems. Complexity is also a challenge, with two-thirds of IT executives saying difficult-to-use technology is making their jobs more difficult. For a busy employee with deadlines to consider, this is incredibly frustrating.

At Ricoh, we want to provide our end user with a good experience that empowers them to be as productive as they can be.

So we've built some key features into our intelligent MFPs that will boost, and not restrict, your workforce.

High quality output

The one thing above all you need from your MFP is outstanding print quality. And our intelligent printers deliver this.

Ricoh's advanced printing technologies deliver sharp text and true colour without saturation, so you get the best quality print results every time.

Plus, our range of versatile finishing and paper tray options allow you to add a professional-grade touch to your printed materials. This is a capability you can add to your existing MFP, as part of its scalable intelligence functionality.

Serious simplicity

Our Smart Operation Panel's (SOP) touch interface mimics that of your smart device, so it's immediately familiar and intuitive – making it very easy to use.

Customise the SOP with your company logo and personalise it by user – giving instant access to frequently used functions. This also acts as a portal to the range of third party apps within our operating system.

The SOP user experience is consistent across multiple Ricoh devices, so once you've learned to use one device, you can use them all.

Taking the best of digital transformation

Digitisation is the ultimate technique to streamline operations and drive productivity. And the cornerstone of a digital workplace is the MFP. It acts as the entry point from the physical to the digital world.

In this way, all the benefits of workflow digitisation are made possible by the MFP. Ricoh's intelligent devices integrate, allowing you to completely digitise your document workflow, meaning you can access and store information in a swift, secure manner.

On top of this, seamless connectivity through the Ricoh Smart Device Connector enables you to connect other mobile applications to print, scan and access documents regardless of location. This means your employees can access and share information quickly and easily, wherever they are in the world.

[3] [Source: www.bbc.com "Tech issues kill productivity, but don't rush to call IT" https://www.bbc.com/worklife/article/20161219-tech-issues-kill-productivity-but-dont-rush-to-call-it

Intelligent Support

Unfortunately, there will still be times
when things go wrong.

This is where Intelligent Support steps in, providing a
continuous, pro-active service that helps keep your device
working around the clock. Rather than stepping in to assist
after a problem develops, this extraordinary platform works
full-time to anticipate issues and help prevent them arising.

Using state-of-the-art technology and data analysis,
Ricoh's Intelligent Support continuously monitors the
internal workings of your device so it's more resilient and
reliable. But if issues do arise, our array of online support
resources are available to help fix problems straight away.

Your business's IT team can also use the
Remote Panel Operation tool to take control
of the devices in the company fleet, to resolve
any issues your employees might have.

We also want to empower employees to help
themselves. We've produced a series of how-
to videos, which complement our web help tool,
showing users the way to complete simple tasks
like toner replacement quickly and easily.

Both the videos and web help is available on the
Smart Operation Panel, so your employees will always
have the help they need right at their fingertips.

This gives a business the freedom to grow and innovate,
without the worry of downtime or lost productivity.

Conclusion – choose freedom and do things differently

The primary aim of any enterprise is to grow and develop. This is how you approach your business – so why approach your technology any differently?

Ricoh's range of intelligent MFPs are a tool that grows in line with your business. You can customise and upgrade it to suit your needs as they inevitably change over time.

In a world that moves so fast, it's important to make smart investments. With scalable intelligence, you only need to make one investment, and you can rely on one machine, now and into the future. This gives you the freedom to grow. The freedom to innovate, securely. The freedom to connect and create, while not overtly harming the environment.

Don't try and keep pace with technology, but instead let technology keep pace with you. Choosing the right MFP will help make your organisation more sustainable, productive and secure for years to come, running at a speed which matches with your own growth and ambition.

Ricoh's intelligent devices are Designed for Tomorrow – meaning they are the only choice for a forward-looking business looking for the freedom to do things differently.

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