Defining Ricoh Managed Document Services
A brief overview of Ricoh MDS Solutions
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1 What is Managed Print Services?

According to a Gartner report published in September 2008, Managed Print Services (MPS)

“[is]…a service offered by an external provider to optimize or manage a company’s document output to certain objectives, such as driving down costs, improving efficiency and productivity, and reducing the IT support workload.

The main components provided are needs assessment, selective or general replacement of hardware (optimization), and the service, parts and supplies needed to operate the new and/or existing hardware.

The provider also tracks how the printer fleet is being used, the problems, and the user satisfaction. The MPS provider analyzes the information gathered in the course of tracking and makes (or recommends to the customer) the adjustments needed to ensure fleet efficiency and to meet changing user needs.

MPS may also be expanded to manage staffed services, such as centralized reprographics departments (copy centres).

It may also include enterprise content management services and workflow optimization components, such as developing custom applications for smart Multifunctional Printers (MFP) that automate paper-intensive document workflows and route scanned pages to document management systems.

It can also be extended to include the restructuring of document workflows”.

Source:
Gartner Magic Quadrant for Managed Print Services Worldwide 24.SEP.08
Here are some further facts on Managed Print Services (MPS):

“Printing costs are the last bastion of uncontrolled spending in an organization. Document production costs are typically in the top 5 costs within an organization. This corresponds with studies which pinpoint corporate printing costs can consume up to 3% of a company’s annual revenues”.

Source: John Mac-Innes, President of Print Audit (MPS Insights, Photizo Group 1.JUN.08)

“Print Management Targets” *(414 interviews: IT/MIS managers facility/operations managers)*

<table>
<thead>
<tr>
<th>Costs / ROI</th>
<th>10%</th>
<th>20%</th>
<th>30%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Productivity</td>
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<tr>
<td>Process Efficiency</td>
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Source: Tobias Kleu, *Die Evolution des Print Managements*, IDC EMEA NOV.08

“Organizations that manage their printer, copier and fax fleets can save up to 30% of their print costs. It can be less expensive for organizations to manage their printing needs themselves if they know exactly how to proceed and have the resources to do so. If not, then an MPS provider can help”.

Source: Gartner Magic Quadrant for Managed Print Services Worldwide 24.SEP.08
2 Managed Document Services
Ricoh enhances MPS further by seeking opportunities to continuously optimize the fleet for the customer in terms of cost, efficiency and reaction times, offering a managed lifecycle engagement as the differentiator. This is implemented through a flexible programme that makes it easy for organizations to outsource anything and everything in the output environment, without sacrificing any control over speed, document quality or performance.

Ricoh works closely with organizations to understand current needs and improve future goals through a plan of action to transform the recommendations into tangible print and document infrastructures, and govern the resulting solution, through reporting, account management and continuous optimization actions.

As a consequence, Ricoh manages the entire print environment increasing the customer’s productivity in its core and non-core functions, leveraging new processes and techniques to achieve maximum efficiency in the daily document business.

This new framework simplifies life for customers, as there is only one point of contact. It enables business expansion by adapting solutions from local to global coverage, from Distributed Print Services to Central Reprographics Departments (CRDs).

The MDS programme can measurably improve efficiency, achieving the best Quality of Service, and help customers meet their CSR targets (through recycling programmes, and environmental initiatives) resulting in a trusted partnership with the customer.
3 Understand
Analysis of the document output environment

3.1 Approach
At Ricoh, we take the time to understand our customer’s business and document needs. We provide a comprehensive service to assess and define the current document output environment by:
- Identifying fleet information and security risks,
- Discovering infrastructure or document bottlenecks and environmental impacts,
- Providing a full and complete ‘AS-IS’ picture.

The analysis shows the Total Cost of Ownership (TCO), and the outcome from a ‘green’ survey and any potential hidden costs.

3.2 Deployment
Experienced consultants will analyze and describe in detail the state of the document environment and make available a complete report including an overview of technical issues, maps of the physical location of all output devices and opportunities to increase the document effectiveness and efficiency.
The areas considered by this analysis are:
- Device survey and usage
- Networking control
- Host printing
- Electronic distribution
- Archiving or current document storage systems
- Document print workflow
- Document security
- Environmental impacts and waste
- Customer satisfaction related to output quality, production speed, emissions, functionality, start-up speed and availability

3.3 Next Steps
A full outsourcing consultancy (analyzing document intensive processes) is available on request.

This service aims to identify cost reductions and productivity improvements by delegating the entire document-related environment to Ricoh, around three elements:
- People (governance and culture impacts)
- Processes (workflow procedures)
- Technology (IT and Content Management platforms, facilities, hardware and software)
4 Improve
   Delivering a solid business case for change

4.1 Approach
Once the current state has been identified and documented, Ricoh is able to provide recommendations to enhance business efficiency, productivity and cost effectiveness. This consultancy includes a comparison of TCO between ‘AS-IS’ and ‘TO-BE’ situation, proposed device rationalization and a summary of expected Return on Investment. The cost reduction would ideally also improve cost budgeting and forecasting.

4.2 Deployment
Using the results of the document output assessment, an implementation plan is provided, based on best practices and expertise including guidelines for tangible and visible savings, as well as productivity gains.

The proposal typically includes:
- Cost reductions and TCO savings
- Maps detailing proposed devices and their location in the office
- “Green” initiatives, enabling reductions in carbon footprint and energy consumption
- Service level requirements
- Continuity plans
- Productivity enhancements, such as improved print workflow specifications
- Recommended best practices and printing policy
- Document security advice

The proposal can be used to validate the project and gain end-user buy-in within a customer’s company.

4.3 Next Steps
Following the survey and analysis stage, a full document output strategy (outsourcing) proposal demonstrates and outlines the transformation process and timescales for moving the customer to the optimal ‘TO-BE’ environment run by Ricoh as the external service provider.
5 Transform
Implementing the agreed recommendation

5.1 Approach
Ricoh provides services to modernize the customer’s document output environment to the proposed future state. All required components are expertly installed and configured by experienced technicians, minimizing any disruption in the user environment and realizing the projected benefits.

5.2 Deployment
All agreed hardware and software is installed at the customer site according to the Configuration Management policies overseen by qualified implementation project managers. Where possible, any pre-configuration or pre-installation of components is done prior to delivery:

- Hardware/peripherals/finishing
- Network information such as IP address, subnetmask and default gateway (if provided)
- Label with asset information
- Printer driver setting management (if provided in advance)
- Device-level programming (e.g., colour usage restriction) upon request

The assigned Project Manager will work with the customer’s appointed point of contact to develop a detailed, integrated project plan including scope, objectives, deliverables, timeline and the roles and responsibilities of all project team members. Other deliverables accompanying the project plan include a Statement of Work (SOW), Work Breakdown Structure (WBS) and Task List/Schedule.

Proven project methodology (Prince 2) is used to ensure risk reduction and cost management.

5.3 Next Steps
To further assist in successfully implementing the change, training can be provided in all new hardware, software and processes. This training can be tailored for the individual customer, and includes:

- End-user Operation training
- End-user Software functionality
- End-user Connected Product
- Key Operator training
- Network connectivity administration
- Software solution administration
6 Govern
True management for continuous optimization

6.1 Approach
The Understand, Improve and Transform phases are the precursor to the actual realization of cost savings, fleet productivity and workflow improvements. These measurable customer benefits are delivered in the Govern phase of the MDS offering. This set of services differentiates Ricoh’s Managed Document Services from other print solutions, by ensuring strict cost containment, reduced IT effort and enhanced user satisfaction.

6.2 Deployment
Once the installation is complete, the solution is monitored to guarantee that it achieves the agreed performance, using defined service levels and key performance indicators. Processes are implemented to maintain the benefits, keep costs under control and provide continuous management and service activities reporting.

These processes include:

- Management Information Reporting, including financial and device management
- Account management
- Service Level management
- Multi Vendor management, to ensure consistent service levels across the entire fleet and act as a single point of contact for all printing issues
- Availability management
- Change and Risk management

6.3 Next Steps
As well as monitoring and maintaining current service levels, Ricoh aims to continuously optimize the customer environment, through service improvement planning:

- Fleet Optimization: Review/analyze device utilization and placement; recommend optimization strategies (relocation, replacement, upgrade, downgrade)
- Service Offering Optimization: Review/analyze current environment and recommend new services or solutions based on technology, software and workflow improvements

New business initiatives for document enhancement are supported and promoted.

![Diagram showing Office output cost per seat over time with different strategies showing declining costs per seat.](image-url)
7 Productivity  
Business continuity and availability assurance

7.1 Approach  
Along with the Govern phase, Ricoh provides services to manage the hardware and software installed, on a day-to-day basis. By maintaining and operating the entire fleet and consumables, we reduce customer tasks for device support, acting as a single point of contact for all components.

7.2 Deployment  
To ensure the highest level of productivity across the entire customer fleet, we provide a full range of qualified services including:

- Service Desk
- Incident Management by experienced, dedicated staff
- Asset management – all assets including 3rd Party devices are managed
- Consumables management – proactively managed with an automated toner replenishment system and/or centralized on-site inventory
- Capacity management – to ensure that machines are optimally deployed
- Problem management – analysis of incidents to proactively identify and fix problems
- IMAC-D (Install, Move, Add, Change-Disposal) Management – to administer and coordinate all aspects of installations, movements, additions, changes to or disposal of device layouts and configurations

7.3 Next Steps  
Ricoh are able to provide experienced personnel to perform document/office related tasks at the customer’s premises. This on-site service is an outsourcing of the fleet management and is designed for clients who want to maximize their focus on their core business.

Services include:

- Wiping down copiers, cleaning glass
- Replacing toner and other consumables
- First response to service requests: check device, clear jams, etc.
- Placing and tracking service calls
- Coordinating service requests
- Unscheduled device troubleshooting
- Responding to end-users’ needs
- Additional user training
8 Efficiency
Agility of document output processes

8.1 Approach
To further increase focus on the customer’s core business environment, Ricoh can provide remote management of devices to increase speed, quality and reliability of fleet administration, allowing monitoring of alerts and supply ordering from an off-site location.

8.2 Deployment
The customization of devices to meet customer requirements for unique and specific device functionality enables new features not available in standard device configurations (smart hardware).

The seamless integration of all print environment components is provided. These embedded Java developments and/or application integration provide functionality in the areas of document input, distribution, editing, storage, retrieval or output.

Ricoh is able to provide assistance to perform recommended IT security and compliance initiatives (confidentiality, continuity and reliability), by enhancing practices at device, user and document levels, such as:

- Device security on the basis of disallowing protocols by closing network ports or configuring access on the basis of Access Control Lists to the remote support, remote management and remote monitoring infrastructure
- Security of user authentication methods used to print or release confidential information and jobs
- Data encryption on the hard drive, data overwrite security for the timely removal of temporary data stored on the hard drive. Encryption of print and scan data

8.3 Next Steps
Document Workflow Solutions (DWS) and full Document Process Outsourcing (DPO) services are the logical evolution of document process/workflow effectiveness. This solution focuses on how documents are managed throughout their lifecycle:

- Input or receipt of documents, e.g. web based documents (emails), fax, post and all kinds of paper based documents
- Throughput, sending the documents to the respective workflows managed and owned by the customer
- Output or taking care of the receipt, handling and delivery of documents coming from Input and Throughput
- Ensuring that the data they contain is easily available when required.
9 Business Expansion
Think global, act local

9.1 Approach
Ricoh has the means and experience to expand the services provided alongside customers’ business organic growth. Implementation is usually done as a ‘Big Bang’ approach but can also be phased, replacing equipment over a period of time.

Fleet rightsizing allows services to be provided through an office distributed typology allowing users to work in a convenient print environment.

9.2 Deployment
Using the capabilities of Ricoh Global Services, Ricoh is able to operate services that expand the document solution from one customer site to all locations in a country or to all sites across an entire region. This allows multi-country customers to experience a seamless solution in all sites, including support and training in multiple languages.

To further assist in successfully fulfilling customers’ expansion needs, we offer a full suite of facility management services, including mail room management, document production centre management, records and imaging and other related services, such as high volume printing.

Ricoh provides dedicated personnel to allow the customer to redeploy internal resources to more critical business initiatives, applying expertise with technology, process and people to generate:

- Greater accountability for critical business functions
- Dramatic improvements in process efficiency
- Significant reduction in operating costs
- Increased customer satisfaction

9.3 Next Steps
Ricoh Global Services also supports worldwide customer business, allowing processes and services to be consistently provided to all company sites.
10 Partnership

Working in partnership with you

10.1 Approach

Ricoh aims to work with customers in partnership to achieve a maximum level of quality and efficiency at the customer site, while complying with its Corporate Social Responsibility (CSR). This includes compliance to Environmental Regulations and business sustainability, including ISO14001.

We also implement an Information Security Management System (ISMS) to protect both Ricoh data and that of our customers. This system is compliant with ISO27001.

10.2 Deployment

Ricoh hardware, software and services are designed to use materials resourcefully, control environmentally regulated substances and maintain air quality. Ricoh also aims to reduce CO₂ emissions from all materials provided, as well as its fleet of vehicles.

Programs such as Zero Waste to Landfill have made Ricoh an industry leader in environmental responsibility. Ricoh MDS teams provide forward-thinking solutions which organizations need to achieve this same goal.

Optimizing the print environment helps organizations improve their public image by aligning with "green" initiatives such as saving energy, reducing paper usage and maximizing recyclables.

Ricoh is aware of the need to provide dependable consultancy, delivery, installation and after-sales services to ensure our customers get the right products to meet their needs and gain the full benefits of these products in their workplace. Therefore Ricoh implements a Quality Management System, certified to ISO9001 to ensure customer satisfaction. Service management processes are also compliant with the ITIL® framework.

Ricoh implements a strategic alliance programme with our partners in supplying solutions. This allows us to offer customers a greater range and flexibility of products and services.

10.3 Next Steps

Ricoh implements a Business Excellence programme to retain the European Foundation for Quality Management (EFQM) "Recognized for Excellence". As such, Ricoh works with customers to ensure that all goods and services meet this standard.
11 Discover the MDS Difference

Ricoh teams can show any organization exactly how Managed Document Services reduces spending on output while improving quality and service.

For more information email us at MDS@ricoh-europe.com or contact a local Ricoh representative today.