

# SUMMIT

The magazine for Ricoh Partners

issue 01 May 2006

## managing **Colour**

Colour printing in a fast  
moving world

### SPECTRUM 06

Highlights from the inaugural  
RICOH Partner event

### New heights

What Summit means  
for you

**SUMMIT**

**TUSCANY  
WHO'S GOING?  
FIND OUT  
INSIDE!**

**RICOH**

# SUMMIT

## Welcome



Welcome to the first issue of Summit, the new quarterly magazine for Ricoh Partners. We hope you find it useful; we certainly do! As I'm sure you will

have noticed, there is a lot happening at Ricoh right now and Summit is a great way to keep you up to speed with new marketing strategies, product launches, awards, events, incentives and other exciting developments.

Ricoh Partners who attended last month's Spectrum 06 conference at Ricoh Arena in Coventry were given a sneak preview of these initiatives. Those who couldn't attend should turn to page 6 to see what they missed and to learn about this year's major product launches. Many of these have a colour element, and you can find out why this is something that more and more businesses require by reading the main feature on pages 4 and 5.

The Summit magazine – like Spectrum 06 – is a key part of our new channel communication programme, which we have set up to improve the flow of information between Ricoh and our Partners (read the article on the right for more details). In the spirit of this initiative, please let me know what you think of the first issue so that we can make the next one even better!

**Sofia Dahlqvist**  
Dealer Channel Marketing Manager

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**Sofia Dahlqvist and Paul Cheatham** answer your questions about Ricoh's new channel communications programme



**Q. What is Summit?**

SD. Summit is a new communications programme for all Ricoh Partners designed to encourage success through partnership and support.

**Q. Why did you choose the name Summit?**

SD. Well on one level, the name is inspiring. Meaning the peak or highest point, Summit conveys the idea of reaching for the top. But Summit is also the term used to describe a meeting of leaders. The notion of sharing information to reach a common goal is very relevant to the print industry today. As we move towards more complicated solutions-based sales, there needs to be a greater partnership between Ricoh and its sales channel based upon the two-way exchange of information.

**Q. How will Summit improve communications between Ricoh and its Partners?**

SD. Summit includes a number of elements designed to generate feedback from the sales channel. This quarterly magazine is one. Another is a series of Focus Groups for Ricoh and its Partners – mini-summits, if you like – where we can put our heads together to improve our understanding of specific questions.

**Q. Does Summit have a commercial dimension?**

PC. Yes, very much so. Lead generation through direct mail and branded e-shots is a key part of the programme. Access to the Ricoh Enabler Email system will enable Partners to conduct email campaigns using Ricoh templates that can be personalised with their own logo and contact details.

**Q. What other selling tools are available under Summit?**

PC. New Ricoh Partner Packs include a number of elements that will help Partners sell Ricoh products including product presentations, demo originals, case studies and brochures. Partners can also add a personalised Ricoh product showroom to their website, which will be automatically updated as new products are launched.

**Q. Is Summit just a reseller initiative?**

SD. No. It is also an internal programme. To ensure that Ricoh employees deliver a consistent message, we will be implementing a new web-based tool that gives staff access to the latest product and marketing information. As I explained, Summit is all about building partnerships. If it is to be successful we must make sure that we provide Ricoh Partners with accurate, up-to-date information.

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# in the News

## AND THE WINNER IS... RICOH, AGAIN AND AGAIN

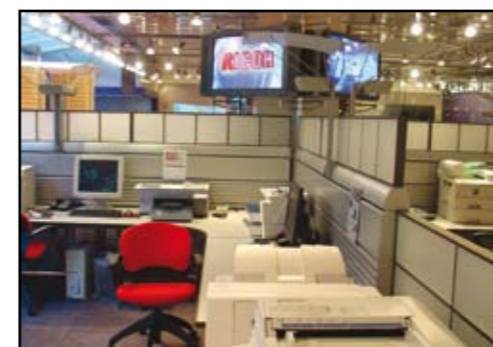


Ricoh swept the board in Winmark's latest Departmental Mono Multifunction Report, manufacturing four of the top five ranked MFDs. The annual survey rated 25 mono machines from Ricoh, Konica Minolta, Canon, Xerox, HP and Toshiba according to their throughput, quality, usability and environmental factors, such as noise levels, ozone and energy consumption.

Four Ricoh Aficio 30 Series devices were all ranked in the Top 5 for overall and environmental performance, with the Ricoh Aficio 3045 being named best in its category.

In September 2005, Winmark Test Labs named the Ricoh 3245C as the overall performance award winner in the Departmental Colour MFD category. The 3245C received five stars for each of its four primary functions – printer, copier, scanner and fax.

### NEW YORK, NEW PROFILE



The word Technoportals will have troubled the spell-checkers of the UK's leading IT magazines after Ricoh flew a party of six journalists to New York City to visit Ricoh's Technoportals on Fifth Avenue and 43rd Street.

Technoportals are a new type of showroom where Ricoh hardware can be seen working in conjunction with leading enterprise software applications or bespoke solutions.

Part of a strategy to raise Ricoh's profile amongst the IT press and their readers, the press trip generated a great deal of positive coverage, including articles in IT Week, Silicon.com and Times Online.

This was reflected in the Apollo 500 ranking, which lists IT companies based on the amount of press coverage received. In February, Ricoh moved up from 108th to 40th place.

Expect more great coverage when we open Technoportals in Feltham and Coventry.

### THE OUTSTANDING GELSPRINTER WINS AWARD FOR INNOVATION

In December, Ricoh received the 'Color Printer Line of the Year' award from Buyers Laboratory Inc. (BLI), the leading independent office products test lab in the US.

The Ricoh Aficio G700, which uses Ricoh's GelSprinter inkjet technology, was singled out for particular attention, receiving an Outstanding Achievement Award for Innovative Technology and an Outstanding Inkjet Printer Award.

GelSprinter printers use a pigment-based, sun and water-proof gel ink that dries as soon as it hits the page, enabling Ricoh to produce machines with high print speeds.

This year Ricoh is launching seven second-generation GelSprinter products with print speeds up to 30 pages per minute, including an A3 model and a Segment 1 MFP.

## STILL NUMBER ONE

Ricoh is still the Number 1 manufacturer of black and white MFDs and the Number 1 manufacturer of black-to-colour MFDs in the UK and Ireland (source: Infosource).

### Sun shines on Omtool

The Ricoh and Sun Java Solutions \$100,000 Developer Challenge, which showcases Java-based applications designed to run on the Ricoh Embedded Software Architecture platform, has been won by Omtool.

Omtool's AccuRoute document routing application, which can be operated from a PC or at an MFD's control panel, captures documents, makes them text searchable and distributes them to multiple recipients and electronic information systems, including fax, email and document management systems.

Second and third prizes went to eCopy ShareScan OP and Notable Solutions AutoStore.

### NEWSFLASH

Ricoh has announced a new naming strategy for its Aficio MFDs and printers:

<b>MFDs</b>	
Black and White	MP0000
Colour	MP C000
<b>LASER PRINTERS</b>	
Black and White	SP0000
Colour	SP C000
<b>GELSPRINTER PRINTERS</b>	
All models	GX0000

# colour at the speed of thought

James Goulding explains how colour printing can help businesses exploit new opportunities in a fast moving world



According to new research by ntl:Telewest Business, 5% of office workers expect to receive a reply to an email within five minutes and almost half demand a response within a few hours. In 2005, more than 50% of B2C communications took place in Instant Messaging (source Gartner). 3M has calculated that the average office lunch hour is now 19 minutes and 42 seconds.

Wherever you turn, there are signs that business is speeding up. The combination of mobile telephony, push email and remote access to office networks means that office workers are contactable twenty-four hours a day. At the same time, consumers accustomed to the immediacy of online banking and shopping expect their queries to be dealt with instantly.

To enable faster decision-making businesses are building digital infrastructures that ease the flow of information between all elements of a business. Bill Gates calls this Business at the Speed of Thought, and it is one of the prime drivers for in-house colour printing.

In a fast-moving business world, it is important to be able to react to changing circumstances. For a marketing department this means having the flexibility to pursue new opportunities instantly. An in-house

colour printer or multifunctional device (MFD) allows an organisation to produce personalised leaflets, flyers, sales proposals, price lists, banners, posters, point of sale material etc. in colour and on demand.

Because marketing material from business cards to brochures can be produced in the right quantities the moment it is needed, in-house colour printing eliminates the delays, waste and storage costs associated with documents ordered in large quantities from offset printers that, in today's business environment, can quickly become out of date.

Further savings can be made by reducing the marketing department's dependence on expensive copy shops for short print runs, time-sensitive material and creative output.

Marketing types have always produced material in colour and are well aware of the role colour plays in attracting attention and reinforcing messages. But they are not the only ones that can benefit. People in all departments produce documents that can be made more readable, easier to understand and more persuasive with the addition of colour, including manuals, price lists, technical documents, sales proposals, notices, newsletters and reports.

In the past, employees have bought low-cost inkjet printers with

high running costs to produce this sort of output. Managed colour laser printers and MFDs eradicate this hidden expense from a business and remove the frustrations and inefficiencies caused by slow machines that aren't designed to print multiple copies of multi-page PowerPoint presentations, for example.

More important than cost-savings is the role that colour plays in getting a business noticed. Study after study has shown that colour documents are more memorable and noticeable than black and white ones.

After the marketing department, one of the earliest adopters of colour printing has been the accounts department, as adding colour to invoices and bills has been shown to cut payment times by weeks. In this respect, colour printing has proved far more effective at reducing payment times than the Late Payment of Commercial Debts (Interest) Act. Today, the average time UK companies take to pay their bills is two days longer than when the Act was introduced seven years ago (source: Experian).

#### JUST LIKE TV

The benefits of printing in colour are so great that many invoke the example of television when explaining the inevitability of the transition from black and white to colour printing. If electronic documents are created, distributed and displayed in colour, surely they should be printed in colour too.

Ricoh expects at least 30% and possibly up to 50% of machine placements to be colour by 2008 and Canon and IDC have gone on record saying that within five years all MFDs will have a colour print capability. This confidence is supported by the small and medium-sized businesses surveyed in the Dell Colour Printing Survey 2005, two thirds (67%) of whom thought that colour printing would become the norm in the next two to five years (2007-2010).

#### SO WHAT IS HOLDING BUSINESSES BACK?

Historically, the main objections to in-house colour printing have been speed, reliability and cost. The first two of these have been removed by the introduction of faster single-pass colour devices that require less servicing and come with productivity features from job control software to finishing options, such as hole punchers and booklet makers (see Ricoh range for more details).

However, the question of cost has only been partly resolved. The introduction of black-to-colour devices with mono running costs and price points only slightly above those of black and white MFDs has enabled manufacturers to promote colour as a 'no risk' added extra. But it doesn't get over the fact that four-colour printing is inherently more expensive. Last year, Xerox chairman and CEO Anne M Mulcahy underlined the point at an annual investor conference by saying "revenue and gross profit from colour pages are five times greater than black and white ones".

Mixed messages from manufacturers add to the unease. On the one hand, business buyers are told that colour usage can be tightly controlled through software tools that allow administrators to limit the number of colour pages printed by quota or access rights. On the other, they are advised to select a machine that can cope with twice the expected colour throughput.

There are two ways of looking at this: either that people quickly find ways around software controls - if they were set in the first place; or, more likely, that the use of colour adds so much to the bottom line that businesses are happy to pay for greater colour print volumes.

#### MANAGED FLEETS

A typical business will have a mix of copiers, laser printers, inkjet printers and fax machines of different ages and from a variety of manufacturers. Print costs are unmanaged; there is no inventory of machines; anyone can buy consumables; there are no controls on usage; print jobs are routinely sent to inappropriate machines; consumables and spares must be ordered from a number of different suppliers.

Gartner argues that such organisations can save 10-30% of overall printing costs by actively managing the printer/copier fleet. Steps that can be taken include removing old machines that are costly to run, replacing desktop printers with workgroup MFDs, standardising on equipment from one manufacturer and introducing software controls that direct print jobs to the most appropriate device.

Central Telecom based in Burton-on-Trent provides a good example of what can be achieved. It recently replaced 17 printers, copiers and faxes from three different manufacturers with three black-to-colour MFDs from Ricoh. By reducing the number of print devices and sourcing them all from a single supplier, Central Telecom expects to make savings of £75,000 over the next five years. Other benefits include greater reliability, less workload for the in-house IT department and a reduction in energy consumption of 80%.

Not all businesses are in a position to make such a radical change to their print infrastructure. However, all can start to improve the quality of printed output by printing more documents in colour.

The beauty of Ricoh's award-winning range of colour devices is that with models stretching from the 6 pages per minute GelSprinter series to the 156 ppm DDP184 (with spot colour), there is a colour machine to suit every need. This means that businesses of all sizes at every stage in the adoption of colour can start to provide the rapid, personalized and high quality service necessary for Business at the Speed of Thought.

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## Spectrum snapshots

On April 12, Ricoh Coventry Arena played host to one of the main events of the Ricoh year when more than 200 Ricoh Partners attended the first ever Spectrum event.

Proceedings were controlled by associate Marketing Director Chas Maloney and Director of Ricoh dealer division Paul Cheetham, ably supported by Helen Berentzen, Sofia Dahlqvist and many others from the Ricoh sales & marketing team.

Ricoh Partners were given an overview of Ricoh's marketing strategy and a preview of more than 50 products and software solutions to be launched this year, including new MFDs, laser printers, the next generation of GelSprinter devices, Priort digital duplicators, production printers, scanners, fax machines and wide format printers. [For a full copy of the Spectrum 06 presentations please call Sofia Dahlqvist on 020 8261 4286 or email SDahlqvist@ricoh-uk.com. Alternatively download the material from www.ricoh.co.uk/salessupport.](http://www.ricoh.co.uk/salessupport)

### GUIDED TOUR

Paul Cheetham (with tie) & Chas Moloney (without) pick out some Spectrum highlights

### PAUL ON COLOUR

"Colour is a key growth area for Ricoh and by 2008 we want a minimum of 30% of placements to be colour machines. We are already the leading manufacturer of black-to-colour MFDs and plan to consolidate our position with the launch of faster colour products throughout the year. Colour printers are a major focus and we will be launching 10 new colour lasers during 2006 and 2007 and seven new GelSprinter products, including an A3 device and segment 1 MFD. We know we've got an excellent product range - Buyers Laboratory Inc. named it the 'Most Outstanding Colour Printer Line of the Year' - we just have to make more people aware of it. This is one reason why our unique GelSprinter technology is so exciting: it draws attention to Ricoh's printer range, it takes us into new markets and it is a great example

of Ricoh innovation. I believe gel technology has the potential to revolutionise the market."

### PAUL ON HIGH SPEED PRINT

"Hearing 50 product announcements in one go can be overwhelming. One way to make sense of all the information is to view it in the context of our strategy to capture a greater share of organisations' print volumes. By extending our product range, we can meet all of our customers' needs. For entry-level, desktop colour we have the GelSprinter and at the production level we have high-speed printers resulting from our acquisition of Hitachi Printing Systems. A great new addition at the top end is the RPS DDP184, a 184ppm printer that can produce spot colour at speeds of 154ppm. No one else offers spot colour at this level. We have also extended our MFD range with the launch of a 135ppm device for data-centres, central reprographics departments, copy shops and quick printers. As well as being 30% faster than the Canon 1050

and KM Bizhub 1050, the Aficio MP1350 has a colour scanning capability, which the others don't. We are confident that this impressive machine will consolidate our position as the leading manufacturer MFDs with prints speeds of 90ppm plus."

### CHAS ON SOLUTIONS

"Solutions combining hardware and software are set to be big business and many of these were highlighted at Spectrum. The success of the Ricoh Alliance Program and the ability of Ricoh hardware to host customized Java applications mean that our MFDs can now be integrated with many line of business software systems. This is a major benefit as Infotrends predicts that from 2004-2009, revenue from hardware-only sales will fall by 11% year-on-year. Over the same period revenue from solutions combining hardware and software will enjoy a compound annual growth rate of 29%. In America equipment sold with a software solution sells for 8-12% more than devices sold without."

## Introducing the CL3500

Take a bigger slice of the fast growing single function colour printer market with Ricoh's new Aficio CL3500N/3500DN colour laser

Suitable for use on its own or as part of a balanced deployment of colour printers and MFDs, Ricoh's new network-ready colour laser printer meets the needs of a wide range of business users including those who regularly print private material, such as staff in personnel departments and payroll, or those with bespoke printing requirements.

To prevent confidential information from falling into the wrong hands, the Aficio CL3500 comes with numerous security features, including Locked Print, Printing Data Encryption and Data Overwriting of the hard disk once a print job has been completed.

Another key selling point is the ability of programmers to write and install Java-based printing applications on the printer itself. This allows organisations to customise printing functions to meet specific needs.

Of more mainstream interest, administrators can control and monitor usage of the Aficio CL3500 by setting up to 100 user accounts, expandable to 400

users with the addition of a user account enhance kit.

The CL3500N and CL3500DN (with internal duplex unit) print both colour and black & white pages at 21 pages per minute, with resolutions of up to 1200 x 1200 dpi. Both printers are network-ready, with USB 2.0 and 10/100BaseTX Ethernet connections, and are compatible with Windows, Mac and Unix. They support Adobe PostScript 3, PCL6/5c, PDF Direct and Ricoh RPCS. Options include wireless printing and the IS200e scanner, which adds colour scanning and copying functions.

The new additions to Ricoh's award winning colour laser printer market are priced competitively to enable Ricoh Partners to increase their share of a fast growing market. IDC expects the colour laser printer market to have a CAGR of 20% from 2004-2008.



**IN THE LAST THREE YEARS THE NUMBER OF PAGES PRODUCED ON SINGLE FUNCTION PRINTERS AS A PERCENTAGE OF THE TOTAL DOCUMENT VOLUME (TDV) HAS INCREASED FROM 30% TO 50%.**

## Ricoh goes to the top of the class

New from Ricoh, Equitrac Express 3.0 helps universities and libraries recoup print costs

Increasingly important for the business community, gaining control of print costs is an absolute priority for universities, colleges and libraries with limited budgets and an obligation to provide uninterrupted printing and copying services to staff, students and visitors.

Equitrac Express 3.0 provides Ricoh Partners with a print tracking, document accounting and cost recovery solution designed specifically for the education market. Suitable for both small and large copier/printer fleets, the software enables administrators to track, analyse and charge for every document sent to a networked printer, MFD or walk-up copier.

The ability to allocate print costs by user or department and implement unified card, cash or account-based payment systems means that organisations can generate revenue from their print resources and eliminate wasteful printing practices, such as leaving unclaimed prints in output trays.

Administrators can set print quotas, restrict access to certain devices and charge varying amounts for prints/copies according to file or paper size, media type, colour, duplexing, stitching etc. It is also possible to

set different tariffs for staff, students or members of the public.

Precise audits showing how copiers, printers and MFDs are used offer the possibility of further savings by enabling the IT department to optimise the deployment of print devices and set rules so that print files are sent to the best device for the job. This will help keep print costs down and reduce the risk of printer downtime and time-consuming calls to IT help desks.

Equitrac Express 3.0 scales from small, single-server sites up to multi-campus or district-wide networks with thousands of printers and hundreds of thousands of users.





Tuscany  
2006

# Viva Italia!

In June, Ricoh is taking 42 Ricoh Partners and spouses to Tuscany in North West Italy for a taste of La Dolce Vita.

Famous for being the cradle of the Italian Renaissance, Tuscany is equally well known for its food, wine, olive oil, scenery and coastline.

For a week from June 23-29, winners of the Ricoh 2006 Dealer Incentive will get a taste of everything the region has to offer, including sailing in the Ligurian Sea, golf, wine and oil tasting, world class cuisine and sight-seeing in some of Europe's most beautiful towns and villages.

And, of course, there will be plenty of time for relaxation on the beach, in a spa or by the hotel's rooftop swimming pool.

Guests will be staying at Grand Hotel Principe di Piemonte in the elegant coastal resort of Viareggio, within easy reach of Pisa and Lucca, considered by many to be the finest medieval town in Italy and one of the best examples of Romanesque architecture anywhere in Europe.

Whether you are a sun worshipper or a culture vulture, a sportsman or a pleasure seeker, the Ricoh 2006 Dealer Incentive will be a trip to remember.



At the time of going to press the following Ricoh Partners had qualified:

- Apogee Corporation Ltd
- Dataquest UK Ltd
- Easycopiers Limited
- Kennedy Business Systems
- Morgan Brookes
- Ridgemill Business Systems Ltd
- Bizquip Limited
- Copifax Limited
- Transcribe
- BCM Group Plc
- Digicom
- Inest Limited
- Midshire Business Systems
- Regent Reprographics Limited
- Artel Communications
- Capital Solutions
- Copy IT Digital Solutions Ltd

## Ticket to Ride



Ryan Gilbert of Ikon takes delivery of the keys to a brand new BMW 116 from Director of Ricoh Dealer Division Paul Cheetham

Ryan Gilbert of IKON and Mr Barnes of Midshire in Birmingham both won brand new BMW 116es in Ricoh's Golden Ticket sales drive, which ran from the beginning of September to the end of February.

Participating Ricoh Partners were awarded points for each piece of Ricoh hardware or software sold. For every 50 points accrued they received a Golden Ticket, which was entered into a Lottery for more than 100 prizes including BMWs, trips to Mauritius or Dubai, hospitality at Queen's Tennis Club, Mont Blanc pens, Rolex watches and cufflinks.

There was no limit to the number of Golden Tickets each Ricoh Partner could put into the Lottery, so the more Ricoh products you sold the greater your chance of walking – or driving – away with a prize.

Paul Cheetham said: "Our Golden Tickets promotion was a huge success. More than 800 Ricoh Partners took part and a grand total of 962 Golden Tickets were won. Unlike many promotions, interest was maintained until the very end as even the smallest Ricoh Partner had a chance of winning a prize – all you needed was one Golden Ticket."

One Ricoh Partner to benefit from this format was Ms Flanagan of IKON, who managed to earn enough points for a Golden Ticket before going away on maternity leave. She won a trip for two to Mauritius.



  
**SUMMIT**

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