Timeline for my presentation:

Who / What is Ricoh?   ~ First 5 Minutes

Case Study #1 – Field Service   ~ 10 Minutes

Case Study #2 - Order Processing ~ 10 Minutes

Q&A   ~ Last 5 Minutes

Ricoh is best known as a Global provider of document & imaging solutions that includes:

- Hardware,
- Print and document management software solutions
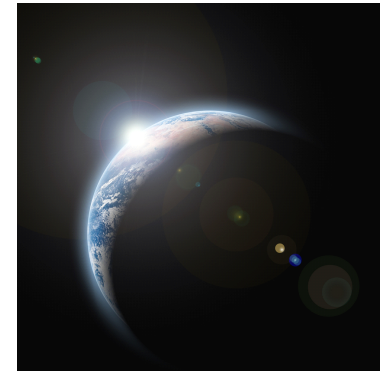- Managed Print Services (MPS), and
- Network services

Other lines of business include:

- Digital Cameras
- Integrated Circuit design and Manufacture

Ricoh has a truly Global presence

- Annual Global turnover **US$ 21 Billion**
- Comprises **300 Companies**
- **109,000 employees**, excluding Dealer channels
- Ranked **445** in 2009's Fortune 500

RICOH

- Ricoh Australia is the largest Ricoh business in the Asia Pacific Region
- Sales, Service and support services delivered from over 150 locations across Australia
- Revenue roughly 50% Direct channel, and 50% Dealer channel
- Over 500 employees in Direct channel

Our business model has changed dramatically in the last decade:

From: Mainly Hardware-centric sales & service

To: this plus software, applications development, consulting services, custom integrated solutions, Managed Print Services and Production printing

This has had a major influence on how we collaborate internally ……. More about this later

Sales and service of Ricoh manufactured products, systems, solutions and services.

Products include:

Multi Functionals

Faxes

Wide Format

High Volume

Printers

Digital Duplicators

Production

Started in 1936- making sensitised paper

1957 – first mass production of cameras

1973 – First high speed fax

2001 – Well down the sustainability path

2008 – Colour Production Printing

Feb. 6, 1936	Riken Kankoshi Co., Ltd., formed to make and market sensitized paper.(until 1938) Kiyoshi Ichimura appointed executive managing director. (until Jan. 11, 1946)	
Jan. 1957	Establishes Japan's first mass-production system for cameras; awarded Ohkochi Memorial Production Prize for techniques to mass-produce cameras.	
Apr. 1973	"RIFAX 600S", first high-speed facsimile machine for offices, succeeds in transmission between Tokyo and New York via satellite communications.	
Feb. 2001	Ricoh receives Minister of Economy, Trade and Industry Award for the advanced environmental friendliness of the "imagio Neo 350 series".	
Oct.2008	Ricoh enters the color Print-On-Demand market and introduces a color producton printer,"the Ricoh Pro C900".	

Lecture's over, so let's get into my case studies…..

Before starting … let me paint a scenario, to which you can all, no doubt, relate:

Organisations have some common attributes, these being:
- Generally have separate, but interrelated functional areas inside our organisations (The "silos")
- Multiple interactions between these functional areas are needed to get things done
- Everyone wants something from someone else with varying degrees of spontaneity, predictability and urgency – often all at the same time
- All in the same boat together (supposedly!)
- All functions are supposed to work together for a common purpose

Now, Let me pose some questions……:

- How can we be more collaborative, flexible, and do things quicker with less stress? …
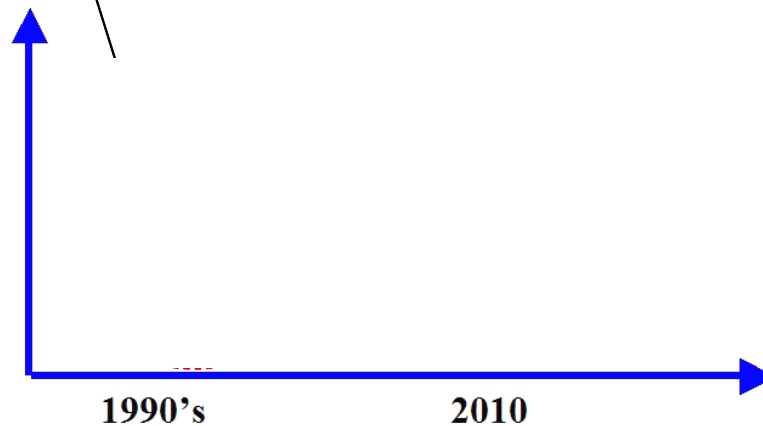- …. and, at the same time, consistently excel in the delivery of customer service at every level?

- Before seeing how we've managed this in 2 specific Ricoh case studies… I'd like to go back in time …….

Where have we come from ?….

… what are we doing now ?….

… where are we going to ?

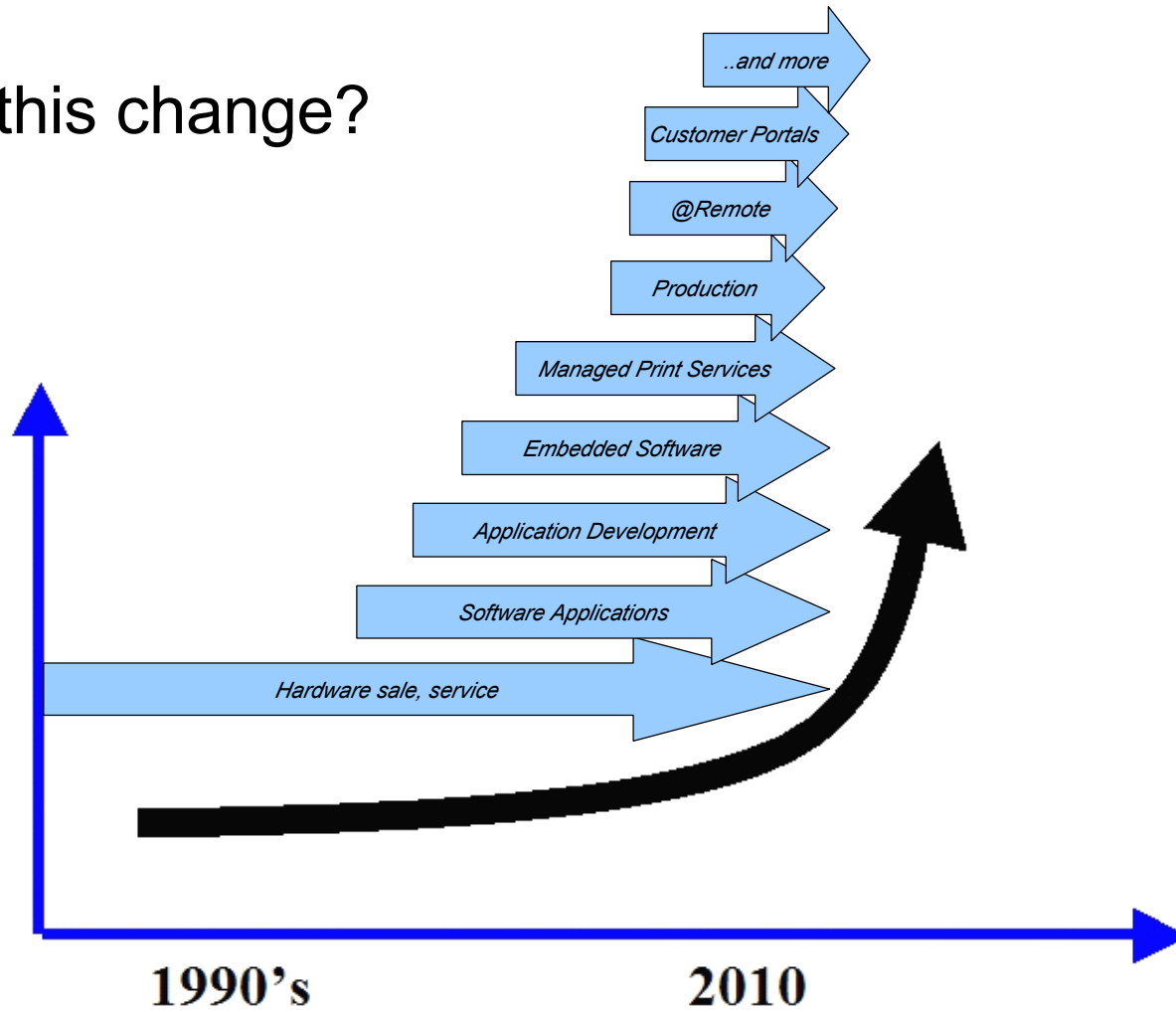Number of product lines, services, customer offerings

1990's   2010

In short, our business is making demands of:
↑ Rate of change
↑ Complexity
↑ Transaction volumes
= IT cost base

What's driving this change?

..and more

Customer Portals

@Remote

Production

Managed Print Services

Embedded Software

Application Development

Software Applications

Hardware sale, service

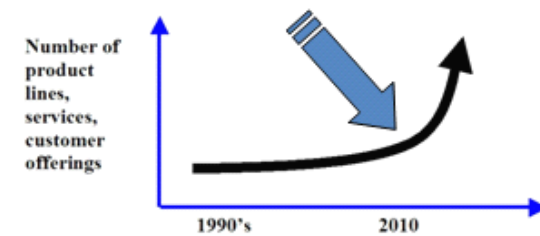**Number of product lines, services, customer offerings**

1990's   2010

Change due to new products, solutions, technologies and lines of business….. resulting in……..

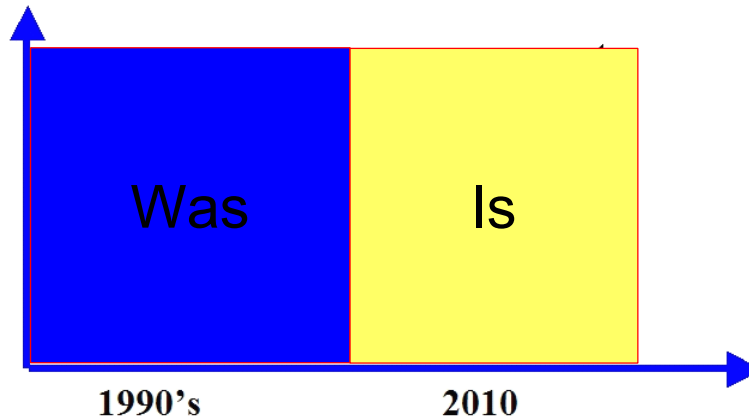….rapid growth in number and complexity of processes….
which need to ……..

1. Become operational very quickly
2. Be extremely agile and relatively unconstrained
3. Be able to collaborate *very* efficiently
4. Be able to compress time and eliminate waste

Number of
product
lines,
services,
customer
offerings

1990's   2010
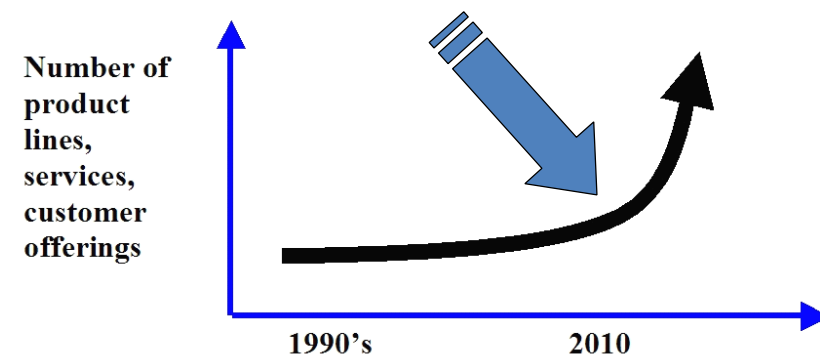
Case Study #1: Field Service

Number of product lines, services, customer offerings

1990's   2010

Number of product lines, services, customer offerings

| Was | Is |

1990's   2010

- Field Service call management was very manual
- Using mobile phone to call service controllers
- Service KPIs slow to collect
- Service agents managed by phone / fax / email
- Spares resupply could be days

Collaboration difficult ☹

- Hub and Spoke management approach

- Developed in-house a fully integrated web based Online Service Centre (iSeries)
- Real-time data available to field staff
- Field staff can access service history, clear calls, requisition spares, in real-time
- Collaboration between Service Engineers improved
   Eg: requisitioning of spares from others vehicles
- 3rd Party Service Agents clear service calls that we assign to them and they get paid within days via EFT,
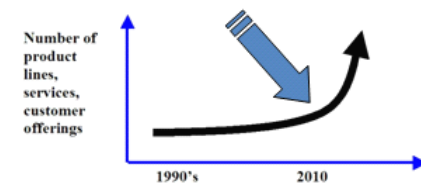- We get our service stats updated daily

Collaboration vastly improved ☺

- Timely, relevant information
- Paperless
- Speed
- Improved staff retention
- Increased customer satisfaction
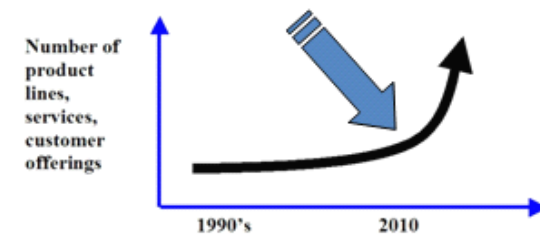- Customer fleet uptime maximised
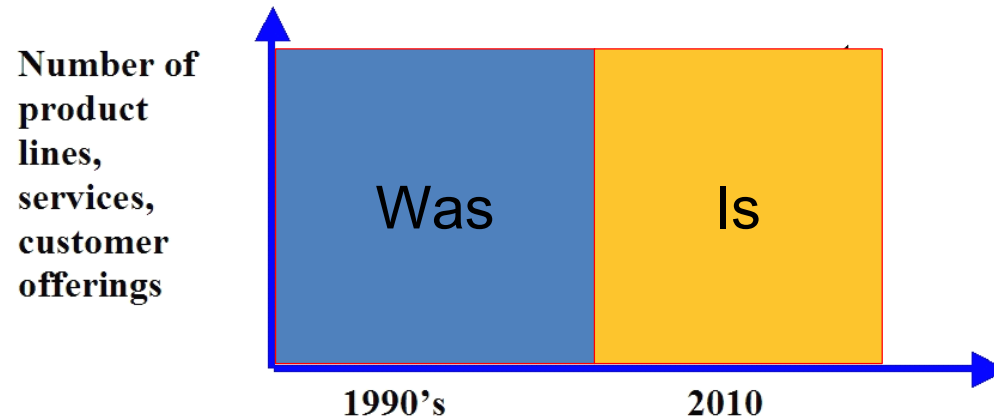
Case Study #1: Summary

Productivity gains resulted from:
- Highly efficient transaction processing off a single system,
- Data being relevant, timely, accurate, on-demand
- Single entry of data
- Visibility of in-vehicle(s) spares inventories
- Squeezing 'dead time' out of the overall process
- Faster warranty claim processing for 3rd Party Service Agents
- Service Agents get paid promptly
- Ricoh get Service Stats promptly – a real win-win!
- Customers can view fleet performance through our secure Customer Portal in realtime

Number of product lines, services, customer offerings

1990's   2010

Case Study #2: Order Entry

Number of product lines, services, customer offerings

| Was | Is |

1990's   2010

Was (1990's)
- Order entry largely manual
- Complexity of machine's options, configurations, required detailed product knowledge
- Large back office administrative effort to process orders, and setup contracts (which can be very complex)
- Lots of paper to fill in- …….etc

Collaboration difficult ☹

Is (2010)
- Inline configurator only permits technically valid orders
- Realtime stock availability at time of ordering
- Enter information once only
- Status and processing history visible through the entire fulfilment cycle, in real time
- Automated generation of contracts, paperwork
- Accurate profiling of your identity allows you to only see data that you are authorised to see
- Highly secure – driven through IBM Portal, with double reverse proxy using Webseals
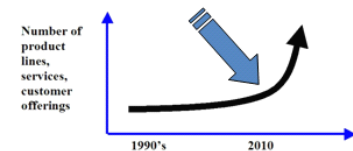
Collaboration improved ☺

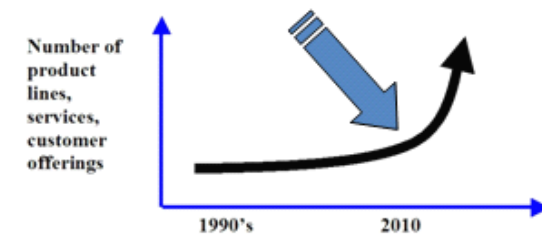Let's dig deeper into some of the results of improved collaboration ….

- Collaboration 'through the system'.
  - The System has the 'smarts' to guide users through the process
  - Subject Matter Experts (SMEs) maintain the business logic and configuration rules with high levels of accuracy

- Collapsed error and order rework rate in orders
- Very 'self service' oriented.
- Staff can work flexible hours – and from anywhere.
- Some mobile sales staff are loading orders mid evening, after being on the road all day
- Reduces staff stress levels as real-time information is available to all parties throughout the fulfilment process
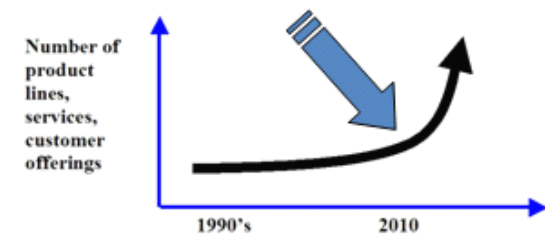
Number of product lines, services, customer offerings

1990's   2010

Let's dig deeper into some of the results of improved collaboration ....

- Order processing cycle times reduced from 1 – 3 days to <1 hour

- Ability to handle much larger volumes with no backoffice staff increases
- Smoother workflow through the warehouse (no need to call them to rework a shipment)
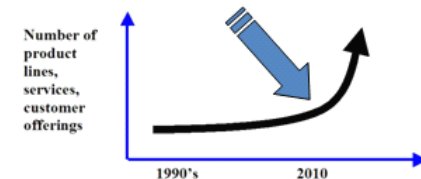- Coordination improved between functions – fewer recriminations for errors!

Number of product lines, services, customer offerings

1990's   2010

Bringing this all together

Number of product lines, services, customer offerings

1990's   2010

Collective Intelligence 2010
The future of enterprise collaboration
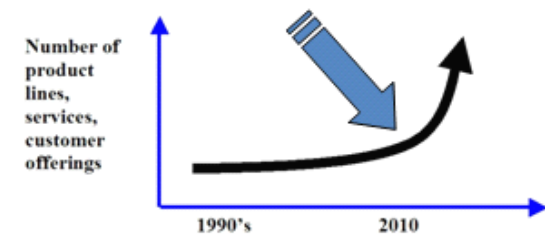
Bringing this all together ….

- *The IBM Portal is the 'wrapper layer' around Ricoh's web applications*
- *Single entry point for everything,*
- *Secure identity management means ability to manage access to specific information (profiled)*
- *Timely removal and addition of users through Tivoli Identity Manager and Tivoli Access Manager*
  - *Each customer and dealer can have their own administrator*

- Universal, secure access to whatever <u>you</u> need to do through Portal is core to the Ricoh value proposition for our staff, customers and dealers
- Our objective is to make it easy to do business with Ricoh
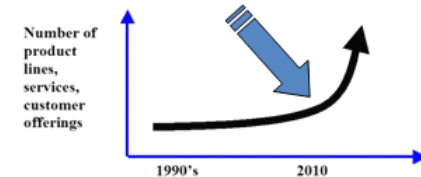- This journey is well underway.

Number of product lines, services, customer offerings

1990's   2010

What's the future hold?

Number of product lines, services, customer offerings

1990's   2010

Abstracting the Collaboration up another level:

- We are well down the path of the Unified Communications journey.
- This means universal access at many levels (voice, web, video, presence)
- Expect to further improve how all staff (and some customers) communicate, share and collaborate:
  - Already have National Video Conferencing,
  - Currently deploying desktop Video Conferencing
  - Re-deploying Lotus Sametime for desktop collaboration
  - Collaboration via the Sametime Mobility client also included in the roadmap
  - Deployment of Lotus Traveller to replace existing push email solution (Intellisync)
- …. And more …..

Number of product lines, services, customer offerings

1990's   2010

Thankyou