



*Putting it  
all together  
for you,*

**WORLDWIDE.**

**RICOH**

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**MAJOR**

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**ACCOUNT**

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**PROGRAM**



**RICOH®**

## Image COMMUNICATION



In every market we serve, we strive to provide the most outstanding products, services, and overall customer satisfaction. Our mission is to be a 21st Century leader through "Image Communication", the Ricoh concept for flexible office automation, which uses image information to help people be more creative and productive.

At Ricoh, we want to walk side by side with you and provide you with new benefits for today and the days to come. We are committed to creating an environment in which virtually anyone can achieve effortless processing and management of all available information.

Our goal is to offer innovative products that link computer data and image information in a manner you can understand and process easily. Image Communication raises the potential of communication technology to new heights. It represents the future of business communications... and Ricoh is making this future a reality.

## Major Account PARTNERSHIP

**Customer satisfaction is our top priority. The Major Account initiative is about developing and forming partnerships with our customers worldwide.**

### PRINCIPLE BENEFITS:

- **Direct** relationship with the manufacturer
- **Variety** of marketing programs and financial options with flexible terms and conditions as well as global capabilities
- **National** consistency in pricing and contract
- **Planned** implementation schedule, timely installation and prompt service
- **Nationwide** network of over 650 dealer locations that meet stringent financial and technical qualifications backed by National Service Support in all 50 states
- **Service** Management System (SMS) designed to provide service reporting via a toll-free telephone number
- **Connected** Customer Technical Support Program which provides software and application help desk support
- **Global** distribution and service network in 130 countries
- **Measurement** procedure of overall customer satisfaction by end-user location
- **Centralized** account management reporting
- **eBusiness** solution for transacting business with Ricoh



Ricoh's eBusiness solution delivers Ricoh customers the most customized experience possible. The system is designed to help us serve you better while allowing you to serve yourself. In today's highly competitive environment, applying our resources can improve your efficiency, productivity and competitiveness.

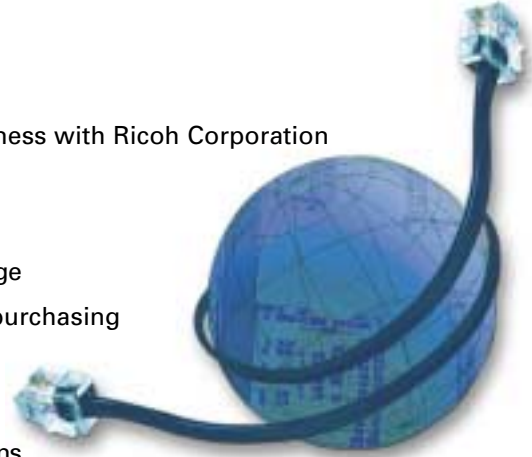
## Ricoh eBUSINESS

### CAPABILITIES:

- Complete Web Based solution for transacting business with Ricoh Corporation
- Personalized experience
- Secure electronic network
- Help information available to users on every Web Page
- Standardization of site provides cost reduction to purchasing

### KEY FEATURES:

- Single point of contact
- Ability to configure your order to meet your specifications
- Shopping category offers storing, product comparison, customer catalog, product configuration and pricing
- Ability to click on any product for additional information and literature
- Ability to track your own orders through a special web page



## Global LEADERSHIP

Ricoh has distributors at more than 4,000 locations around the world, employing more than 65,000 people. These numbers reflect awareness of the "big picture" of global activities, balanced by detailed attention to local requirements. We know how to work as you work, because we make it our business to stay closer to you.

We work with major global customers as an expert partner in developing integrated networking systems to meet individual requirements. While we seek to ensure that customers receive maximum benefit from our products and services, we also strive to build a relationship based on established trust, open communication, and tailor-made solutions to customer needs. This approach has created strong alliances between Ricoh and major corporations in many product and service areas worldwide. But companies and products are not the basis of these ties; our partnerships rest on a caring attitude to customers.

### GLOBAL ACCOUNT BENEFITS:

- Negotiate Globally, Transact Locally
- Central Co-ordination, Local Implementation
- Dedicated Global Account Team
- Worldwide Service and Support



Ricoh –  
The Global Provider

Leading Digital  
Provider Globally

International Fortune  
200 Company

Global Distribution  
& Service Network

Subsidiaries in  
38 Countries





**RICOH**®

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