

Scale technology with ease: an eBook for OEMs

How to create always-on and always-available service



Introduction

American companies invested upwards of \$2 trillion into equipment and software in 2023 and that number is expected to continue to grow.¹ That's great news for original equipment manufacturers (OEMs). However, such a surge in spending can cause many OEMs to struggle keeping up with the infrastructure needed to support a growing customer base.

Why is this? Because customers purchasing that technology will neglect to plan for the ongoing maintenance, updates, training, and upgrades that will make those technology investments worthwhile. This inevitably leads to downtime that's detrimental to your customers' revenue and profits, making them wary of additional investments.

The good news is there's a solution to help both OEMs and their customers.

This eBook takes a closer look at how you can provide better experiences for your employees and customers, allowing you to continue innovating and growing your business.

¹ Equipment Leasing and Finance Association. Top 10 Equipment Acquisition Trends for 2023.



Scaling technology can be challenging for OEMs

OEMs that offer lifecycle services often face a variety of challenges. According to our survey, the top three challenges they face are:

35% - Geographic breadth of installed equipment

33% - Maintaining parts and supply inventories

29% - Internal costs to provide lifecycle services operations

Additionally, of the OEMs that offer lifecycle services, 81% reported improved customer satisfaction, 83% reported increased revenues, and 80% reported incremental profitability.

Machine downtime delays operations and depresses sales. A recent study done by MPI Research on behalf of Ricoh found that 51% of businesses lose \$100K to \$500K in revenue per hour due to equipment downtime — with 7% losing more than \$500K per hour.²



² MPI Group. Ricoh Lifecycle Services & Equipment Management Study, conducted by The MPI Group, an independent research firm, of 131 companies. August 2023.

Executing, scaling, and managing your innovation

The need for robotics and automation isn't slowing down any time soon. According to a study conducted by ABI Research on behalf of Ricoh, annual commercial robot shipments will increase from 1 million today to 5 million worldwide by 2027.³

Whether your organization is a startup, or you've been operating as an OEM for many years, you are likely laser-focused on innovation, development, and getting your tech into the hands of customers. But how do different growth scenarios impact the need for a service partner?

The epic deal situation

Perhaps you just signed a large deal with a major hotel chain, and they can't wait to get your tech into thousands of their locations. Are you prepared? Do you have services, expertise, and infrastructure to install, integrate, secure, train, and update hardware and software for those hotels? The right tech partner can be your single point of contact and manage everything for you.

The startup situation

You're a cutting-edge, innovative startup. Your biggest customer, a big box retail chain, is so impressed with your technology that they have made considerable investments in your product. However, there's a chance your customer still needs assistance getting the equipment into stores, warehouses, or micro fulfillment centers. Joining forces with a tech partner could be beneficial in helping set up, deploy, train, and maintain parts, supplies, and lifecycle.

What's the solution?

A global tech partner that is staffed with experienced professionals and ready to get to work for you, takes the pressure off smaller organizations or OEMs that don't provide a holistic lifecycle offering.

³ ABI Research for Ricoh. Trends in Supporting and Scaling Modern Automation.2022.

Who's handling downtime and maintenance?

Knowing businesses suffer a potential revenue loss of between \$100K to \$500K per hour due to equipment downtime, how do you scale that hurdle?

What if at one point you had the staff to install game-changing automaton technologies in hundreds of locations, but currently neither you nor your customers have the bandwidth and/or skilled technicians available to manage and maintain it? When technology breaks down, so does the buyer and user experience, which can negatively impact your reputation.

Today's organizations investing in technology are looking for more than just equipment. They're now expecting the OEMs to also be solutions providers — integrating hardware, machines, devices, data, and software to automate production and business processes.

As the need for connected devices continues to accelerate, so does the need for support, which can exhaust resources and overwhelm teams.

As an OEM, you are focused on innovation and creating new and exciting products. Working closely with a third-party service partner can help alleviate the time and effort associated with repairs, maintenance, software and hardware updates, and more.



What about safety concerns?

Yes, downtime is costly, but safety concerns are an even more serious matter that can keep you up at night. What if your tech wasn't installed correctly, operated with best practices in mind, or maintained regularly? These consequences could lead to injury or worse.

Injuries are emotionally taxing, financially damaging and they harm your reputation too. It's crucial for all service teams to have the proper training and skills to minimize risks while ensuring equipment uptime, but that's often easier said than done.

Effective training takes time, expertise, and personnel. Many organizations aren't equipped to manage all that's involved in ensuring their team members can correctly manage newly installed technologies.

Rest assured. Help is available.



In 2021, there were 5,190 fatal work injuries — an increase of approximately 9% from 2020.⁴

⁴ U.S. Bureau of Labor Statistics. Injuries, Illnesses, and Fatalities. 2022.

Finding the right tech partner

Innovation is an essential investment for today's business and the cost of maintaining these devices shouldn't exceed their value. Finding the right tech partner can help maximize technology investments, improve efficiency, and drive better buyer and end-user or employee experiences.

A service partner can provide the infrastructure, service, and support needed to sustain accelerated growth, allowing you to focus on continued innovation and growing your business.

When you choose the right partner, you can have one point of contact to help you manage it all, including:

- Service parts management assistance
- Deep expertise to provide service program consultation
- Brand-agnostic break/fix and proactive maintenance support
- Training and tech support to drive continuous adoption
- Management for the entire lifecycle of your technology

Your customers deserve peace of mind knowing that business won't be interrupted when technology such as smart conveyors, drones, autonomously guided vehicles (AGVs), and robotic assemblers, require attention.

That's what a strategic service partnership delivers.



3 reasons to tap into RICOH Service Advantage

1

Avoid resource drain

Massive installations along with service and support at your different locations require a talented, skilled workforce. Avoid overextending resources, and team up with a tech partner.

From deployments and dispatch services to service desk support and consultants, our highly trained and versatile tech teams provide all the necessary hardware maintenance and services you need — all while protecting network security.

2

Focus on innovation instead of maintenance

By 2027, the number of automated manufacturing and warehouse facilities is expected to nearly double in North America.⁵ As demand for production grows, ensuring your technology is properly functioning and ready for whatever the future brings is more important than ever.

Working with a service partner allows you to concentrate on innovation and growth while delivering an exceptional customer experience.

3

Quickly scale your tech and services

With tech and innovation accelerating rapidly, the need for holistic lifecycle management programs continues to soar. Increase your sales as you grow into new markets and better facilitate change management.

A trustworthy tech partner can assist with consultation, service parts management, remote monitoring, reactive break/fix and proactive maintenance support, product updates, training, reporting, analytics, and more.

⁵ ABI Research. ABI Research on behalf of Ricoh. 2022.

The power of partnership

We're OEM ourselves, so we get it. As a trusted extension of your team, you receive the services, expertise, and infrastructure to manage it all — quickly and easily— regardless of where tomorrow takes you.

Your customers put their trust in you — trust us to deliver the top-notch, customer-centric service you deserve.

Ricoh, your trusted tech industry partner

At Ricoh, we're empowering our customers to respond to our changing world with actionable insights. We believe having access to the right information translates to better business agility, more human experiences, and the ability to thrive in today's age of hybrid and borderless work. Through our people, experience, and solutions, we create competitive advantage every day for over 1.4 million businesses around the globe. To us, there's no such thing as too much information.

Explore and learn more

Partner with us and tap into our 85+ years of experience as a global innovation leader in technology and business solutions. Visit our [web page](#) to learn more.

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