

# Scale technology with ease

How to create an always-on, always-available shopping experience.



# Delivering positive experiences for employees and shoppers

The idea of connected commerce begins with analyzing opportunities to improve, then implementing end-to-end automation and efficient digital workflows. Today, every part of the retail ecosystem — from in-store to fulfillment center — must always be on, available, and in sync.

The competition is fierce. Physical stores and ecommerce businesses need to deliver positive, empowering, and engaging experiences for both employees and shoppers. This can be achieved by:

- Fully integrating tech stacks to capture and connect all critical information
- Eliminating tedious manual workflows to boost employee satisfaction and retention
- Maximizing uptime with expert service and support — when and where it's needed

Offloading tedious tasks or labor-intensive work to robots or collaborative robots (cobots) can help empower team members, allowing them to focus on more rewarding opportunities and aid in retaining workers.

Robots and cobots can also help reduce “picking errors” when filling customer orders, minimizing the workload and costs associated with buy online, return in-store (BORIS). What's more, these technologies can shorten order processing by 300%, leading to happier customers.<sup>1</sup>



<sup>1</sup> Deloitte. From Great Resignation to Great Reimagination. April 2022.

# 6 key elements of connected commerce

We have identified six ways retailers can optimize their business by taking a connected commerce approach. These categories allow you to:

**1 Empower your people**

**2 Optimize your supply chain**

**3 Nail your distribution and delivery**

**4 Streamline in-store operations**

**5 Convert customers**

**6 Scale technology with ease**

Each category requires various technologies, solutions, services, and support to maximize your success within today's competitive retail landscape. Let's take a closer look at ways you can scale technology with ease because without that, how will you manage and maintain your business?

# Scaling tech can be challenging for busy retailers

Retailers rely on technology for everything from payment processing to inventory tracking and customer data management. When technology fails, operations can be derailed resulting in lost sales, unhappy customers, and declining brand reputation.

Scaling and maintaining technology can be difficult for busy organizations, particularly when working with multiple Original Equipment Manufacturers (OEMs). Each OEM may have different protocols, standards, and procedures, making it challenging for you to keep track of everything. What's more, as technology advances, it's critical to ensure that systems are in place guaranteeing tech is interoperable with the latest innovations.

Servicing a national retail client can add complexity for OEMs. They must comply with numerous rules, work within varied time zones, and assist in multiple languages. A strategy to handle challenges that may occur in different regions is also essential to keeping pace with today's competition.

Nearly **40%** of organizations have suffered a major outage caused by human error over the past three years.<sup>2</sup>



<sup>2</sup> Network World. 10 things to know about data-center outages. 2023.

# Reduce downtime and increase uptime

Imagine all the self-checkout kiosks are down unexpectedly, and customers must wait in line for the one or two human cashiers already assisting other shoppers. When technology goes down, so does the customer experience. If this happens frequently, it can have a measurable impact on customer loyalty.

As the need for connected devices continues to accelerate within the retail industry, so does the need for support which can exhaust resources and overwhelm team members.

Unexpected warehouse technical issues can be costly. According to Information Technology Intelligence Consulting (ITIC), 40% of enterprises said a single hour of downtime can cost between \$1 million and over \$5 million — exclusive of any legal fees, fines, or penalties.<sup>3</sup>

It's also counterproductive for employees to waste time trying to repair, fix, or deploy software and hardware during busy store hours. Working closely with a third-party service partner can help alleviate this situation.



<sup>3</sup> ITIC. The 2022 Hourly Cost of Downtime. 2023.

# Finding the right retail tech partner

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

Innovation in retail technology is an essential investment for stores, and business managers understand that the cost of maintaining these devices shouldn't exceed their value. Finding the right tech partner can help maximize technology value, improve efficiency and drive better customer experiences.

Whether you're looking to scale up or need support with new or existing technology, finding the right partner keeps you focused on your business and helps you:

- Access proven tech and automation solutions to scale for success
- Seamlessly integrate your tech
- Safeguard data with cybersecurity solutions
- Deliver full lifecycle support and service through a team of trained global experts

Consider choosing an OEM-agnostic tech partner, allowing for the implementation and integration of the right device without having to select from a narrow offering.

You deserve peace of mind that business won't be interrupted when technology such as robots/cobots, POS systems, intelligent locker systems, or cash recyclers require attention.

That's what RICOH Service Advantage delivers.



# 3 reasons to tap into RICOH Service Advantage

1

## Avoid resource drain

Massive installations along with service and support at your different locations requires 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.

2

## Focus on innovation instead of maintenance

By 2030, e-commerce revenue is expected to increase from 15% of worldwide retail revenue to 40%.<sup>4</sup> As consumer demand grows, ensuring your equipment 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. Quickly expand your service as you grow into new markets and better facilitate change management.

A trustworthy tech partner can assist with proactive maintenance support, break/fix, product updates, reporting, analytics, and more.

# Get customer-centric service you can rely on

Partnering with Service Advantage means you have one point of contact to help you manage it all. We offer you deep expertise and strategic consultation, reactive break/fix and proactive maintenance support, training for continued tech adoption and consistent, holistic lifecycle support for your equipment and technology.

Your customers put their trust in your innovation — trust Ricoh to provide the customer-centric service they need to experience your brand at its best.

## Ricoh, a trusted retail 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 [website](#) to learn more.

**RICOH**  
imagine. change.

Ricoh USA, Inc. 300 Eagleview Boulevard, Exton, PA 19341 | 1-800-63-RICOH

©2023 Ricoh USA, Inc. All rights reserved. Ricoh® and the Ricoh logo are registered trademarks of Ricoh Company, Ltd. All other trademarks are the property of their respective owners. The content of this document, and the appearance, features and specifications of Ricoh products and services are subject to change from time to time without notice. Products are shown with optional features. While care has been taken to ensure the accuracy of this information, Ricoh makes no representation or warranties about the accuracy, completeness or adequacy of the information contained herein, and shall not be liable for any errors or omissions in these materials. Actual results will vary depending upon use of the products and services, and the conditions and factors affecting performance. The only warranties for Ricoh products and services are as set forth in the express warranty statements accompanying them.