

Ricoh
Partner &
Alliance
Community



Making Information Work for Our Customers

Ricoh Partner & Alliance Community Program Guide

Success through Strong Collaboration

The Ricoh Partner & Alliance Community is a network of innovative industry leaders, each with proven solutions in our markets. Together, we solve customers' biggest challenges, even if those customers aren't certain where to start. Big or small, our customers count on us to identify the richest opportunities for improving their business. By fostering our healthy, thriving community, we earn that trust again and again.

The Right Level for Both of Us

As a potential partner, you know one size never fits all. So consider which program level best fits your unique organization, and then we will work together to make it a mutually beneficial partner relationship. Our program levels are purposely designed to ensure the fit is right for both of us: we want this to be a win-win-win — you, Ricoh and the customer.

Together, we
solve customers'
biggest
challenges.



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About Ricoh Company, Ltd.

A Strong, Global Footprint

Ricoh is a global technology company that mobilizes information to make it work for customers around the world. The company specializes in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in more than 200 countries and regions. In the financial year ending March 2011, Ricoh Group had worldwide sales of 1,942 billion yen (approx. 23 billion USD). The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialized industrial products. It is known for the quality of its technology, the exceptional standard of its customer service, and sustainability initiatives.

Ricoh has emerged as a clear leader in Managed Document Services (MDS), a solutions approach that addresses all three aspects of document management — input (the creation of information), process (how information moves around a business), and output (processing and distributing) information in a way to add business value. We work to understand how each enterprise accesses, utilizes and stores information. Then, we adapt and optimize those processes to make them more efficient and effective — and help address related information security issues.

While our information services empower our customers and business partners in entirely new ways, we still invest heavily in technology development. This allows us to bring truly innovative products to market with strong differentiation and strengthens our position as one of the world's best-selling brands of document solutions.

Ricoh Americas Corporation

As a market leader, we're committed to delivering the highest possible value to our customers, and you, as a member of the Ricoh Partner & Alliance Community, are an important part of that mission. We've always been a clear market leader in the U.S. and throughout the Americas. Our leadership position in Managed Print Services (MPS) and the development of powerful new solutions for selected vertical markets — including healthcare, legal, education and government — is making our brand stronger than ever. We employ more than 27,000 people in the Americas, including more than 3,500 sales representatives, 5,700 Direct Service Professionals, 8,000 Managed Services Specialists and 800 Professional and IT Services experts. We also maintain a large U.S. dealer network, which is finding great success with Ricoh Managed Document Services (MDS), vertical market applications and other emerging solutions.

Ricoh Canada is a wholly owned subsidiary of Ricoh Americas Corporation. Located in Toronto with more than 600 employees nationwide, Ricoh Canada markets Ricoh's full line of digital imaging systems, including black & white and color multifunctional copiers, networked faxes, printers, scanners digital duplicators, wide format printers and software applications.

Ricoh Latin America, based in Miami, Florida, is a wholly owned subsidiary of Ricoh Americas Corporation. The company is the sales and marketing unit for Ricoh products throughout Central and South America, Mexico and the Caribbean.



Partnership Levels

Partnership Levels

As your partner, we want this relationship to be more about the give than the take, and we mean it. By joining the Ricoh Partner & Alliance Community, you get a lot of “give” from us to get your job done, including a full range of marketing, sales, training and technical support.

Strategic Partners

These are companies that have earned their reputation with proven solutions and are recognized by Ricoh Company Ltd. as an important part of Ricoh’s growth strategy. As a Strategic Partner, you’ll enjoy opportunities to collaborate with the Ricoh Global team for development and growth. We’ll have a real meeting of the minds, a shared vision for how we help customers win, and a mutual investment in the long-term relationship. Because Strategic Partners invest in us, we invest in them, giving them full access to everything we can offer in marketing, sales, training, technical support and co-development of solutions. Additionally, Strategic Partners will have regular meetings with Ricoh Region and Headquarters leadership teams to ensure we remain focused and aligned to changing conditions that impact our current and future growth plans.

Premier Partners

Premier Partners are an important part of Ricoh Americas Corporation growth strategies, spanning the U.S., Canada and Latin America geographies. As Premier Partners, we’ll be deeply involved in our collaborative projects and support each other to help drive sales while keeping the folks in the field happy and productive. Premier Partners are assigned a lead from Ricoh’s New Business Development and Alliances (NBD&A) team to coordinate joint planning, regular reviews and development of key initiatives, including collaborative development and joint go-to-market planning.

Business Partners

Ricoh Business Partners are offered a wide range of sales, service and support solutions that are often part of larger, fully integrated Ricoh solutions. These partners may also be a key supplier or a niche specialist. There are two levels, Platinum and Gold, with various go-to-market-plans. The Business Partner level is a great way to work with Ricoh. Together, we figure out the best way to bring your solution to the customers who really need it.

Ricoh Developer Program

The Ricoh Developer Program works with independent software vendors (ISVs) who wish to integrate their software products directly into Ricoh MFPs and printers through use of our Embedded Software Architecture (ESA). RiDP provides industry-leading tools and support to commercial developers, resulting in best-of-breed solution offerings and unparalleled customer-centric integration, while complementing Ricoh products and capitalizing on our industry expertise.

RiDP offers a four-tier membership model designed to meet the varying requirements of commercial developers. Each of these tiers offers differentiated access to development tools, engineering support, technical resources and training. Each tier also includes a wide range of marketing benefits to help commercial developers market their products. For more information on the Ricoh Developer Program, please visit our website: <http://ricoh-ridp.com>

Benefits by Partner Level

Quick Reference Chart

This chart provides a high-level view of the benefits available for each partner level.

PARTNER LEVELS	Strategic	Premier	Business	
			Platinum	Gold
MARKETING OPPORTUNITY				
Press releases	X	X	X	
Plaque	X	X	X	X
Presence on Ricoh-usa.com and other brand sites	X*	X*	X*	X*
Presence on RWorld	X	X	X	X
Publishing of co-branded success stories	X	X	X	
Ability to host events at Ricoh Technology portals	X	X		
Marketing collateral	X	X	X	
Co-creation of go-to market plans	X	X	X	
SALES ENABLEMENT				
Information shared with direct sales	X	X	X	X
Information shared with dealers	X*	X*	X*	X*
Invitation to Ricoh direct sales events	X	X	X	
Dedicated product managers	X	X		
Ricoh Technology Portals demonstration capability	X	X	X	X
TRAINING				
Participate at vertical market events by invitation	X*	X*	X*	X*
Training at Ricoh Learning Institute	X	X	X	X
Joint seminars and briefings	X	X		
Guest speaker opportunities	X	X		
Webinars	X	X		

*As determined by Ricoh and partner contract.



Benefits by Partner Level

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PARTNER LEVELS	Strategic	Premier	Business	
			Platinum	Gold
TECHNICAL SUPPORT				
Level 1&2 technical support by Ricoh	X	X		
Level 1&2 technical support by vendor			X*	X*
Level 3 technical support by vendor	X	X	X	X
Urgent escalation process (per SLA)	X	X	X	X
Software maintenance & support renewal program	X	X	X	
QA feedback on approved product	X	X		
Access to Ricoh roadmap for development	X	X		
MANAGEMENT				
Joint annual business plan financial and non-financial KPIs	X	X		
Quarterly partner/business plan reviews with management team	X	X		
RCL meeting	X			
Assigned an RCL executive sponsor	X			
Assigned RAC executive sponsor	X	X		
Assigned alliance manager	X	X	X	
Bi-annual partner reviews	X	X	X	
Annual partner reviews	X	X	X	X

*As determined by Ricoh and partner contract.

Building Our Brands Together

As a Ricoh partner, you will benefit from our deep investments in marketing. Ricoh aggressively promotes our brand and our technology, services and solutions portfolio to a full spectrum of customers and prospects from multinational Fortune 50 enterprises to independent proprietorships. Our marketing activities drive awareness and continuous demand for our solutions, including Ricoh Managed Document Services (MDS), IT and Professional Services and vertical market applications. In addition, our Business Information Solutions are designed to address complex business challenges using an approach centered on people, process and technology. Our brand building and lead generation activities benefit Ricoh business partners at all levels, and we offer benefits exclusively for Strategic and Premier Partners.

News Releases and Media/Analyst Briefings

Be part of our busy news flow. Ricoh issues news releases on a regular basis announcing the launch of new Ricoh products or solutions, major contract wins, partner agreements and other newsworthy events. If partners are mentioned in a news release, you'll share the spotlight, often resulting in increased brand awareness and lead generation. We also provide a variety of industry media and analysts with updates on our key solutions. These updates frequently include information about Ricoh partners. With the guidance of your Ricoh Alliance Marketing Manager, we'll work with you to increase value and customer awareness.

Blogs and Social Media

Be social with us. Ricoh stays active in social media, including blogs that target customers, prospects, media and analysts. We frequently mention offerings from Strategic and Premier Partners in these conversations per our joint marketing plans.

The Web

Be part of our Web presence. Offerings from Strategic and Premier Partners are featured on ricoh-usa.com — our U.S.-based website — as well as dealer websites for our Ricoh, Lanier and Savin brands. Daily traffic to these sites is heavy and typically drives strong brand awareness and lead generation.



Building Our Brands Together

Success Stories

The Ricoh workforce will get to know you. Our internal RWorld intranet site is a popular source of information for our direct sales force and service experts. Our partners are frequently mentioned on this site, which leads to greater awareness among Ricoh representatives in the field who have daily contact with customers and prospects. We love capturing co-branded success stories and sharing them with our direct sales and service teams. These stories provide awareness and valuable selling tips.

Ricoh Technology Portals and Ricoh Learning Institute

We can learn from you. Partners have the ability to host events at Ricoh Technology Portals located in multiple cities across the U.S. These portals provide Ricoh customers and sales representatives with opportunities to learn about new ideas, technologies and solutions. Ricoh Learning Institute provides opportunities to educate Ricoh direct and dealer sales professionals.

Marketing Collateral

Create content with us. Ricoh produces videos, brochures, presentations, white papers, product guides and other marketing collateral designed to generate leads and drive sales. Offerings from partners are frequently included in these collateral materials. In some cases, dedicated deliverables are created specifically for offerings from Strategic and Premier Partners.

Go-to-Market Plans

Let's plan, then execute. Before a solution, service or product is introduced to the market, Ricoh develops a go-to-market plan to ensure a successful launch. Partners are included in this strategic process to ensure joint ownership and success of the go-to-market plan.



Partner Relationship Management

We invest in each other. Strategic Partners will participate in quarterly reviews and have sponsored visits to Ricoh Company Limited hosted events. Ricoh Company, Ltd. (RCL) Executive Sponsors and Ricoh Americas Corporation (RAC) Executive Sponsors will be assigned to these partners. Joint KPIs (Key Performance Indicators) will be established and tracked.

Our Premier Partners will be assigned a RAC Executive Sponsor and will be invited to quarterly reviews to measure success and to develop strategic initiatives for ongoing growth. These reviews are valuable for both Ricoh and our Partners, especially in the development of new technologies and the integration of our solutions. Reviews will include Ricoh management, engineers and R&D experts.

Our Business Partners will also enjoy the joint planning for success and be supported by an Alliance Manager to ensure our relationship bears fruit. By invitation only, we will be launching a Ricoh Partner Advisory Board consisting of key selected Partners from all three tiers of our program. We truly value your voice and will continue to enhance and develop our world-class program to succeed together.

Dedicated Product Managers

We help market your products. The launch and ongoing support of offerings from Strategic and Premier Partners are supported by Ricoh Product Managers who focus on premier and specialty products. Our product management and marketing professionals typically collaborate closely with Partner representatives to drive awareness, sales and profitability. This is a significant benefit for our Partners. These managers act as advocates for your brand, your solutions and your business — and they are a highly accessible contact for anything you need throughout the relationship.

Ricoh Technology Portals

Selected solutions from Partners are often deployed for presentation in our Ricoh Technology Portals. These portals, located in four U.S. cities, provide customers, prospects and other audiences with an opportunity to learn about new and emerging technologies. Inclusion in these presentations provides excellent visibility.



Sales Enablement and Training Opportunities

Sales Enablement

We help sell your solutions. Ricoh Americas Corporation manages a large direct and dealer sales force. We continually provide our sellers with up-to-date information about our rapidly growing solutions portfolio. Offerings from Strategic, Premier and Business Partners are included throughout this sales enablement process.

Direct Sales Channel Communications

Teach us something new. Partners have the ability to attend a variety of Ricoh direct sales events throughout the year. Our direct sales representatives typically see these events as opportunities to learn about new solutions and discover how to position them with customers and prospects. In addition, we'll work together to develop client-facing Business Information Solutions and Value Propositions to successfully bring innovative solutions to our shared markets.

Dealer Communications

All three levels of Ricoh business partners — Strategic Partners, Premier Partners and Business Partners — are eligible to attend dealer sales events that occur throughout the year, if contracts permit. Ricoh dealers tend to be active, aggressive and sophisticated sales organizations, which makes these events highly productive. Ricoh also regularly publishes information about business partners and their offerings to our dealer channel.

Vertical Market Events

We learn from you. Partners are frequently selected by Ricoh because of their depth of knowledge in a specific vertical market. If your product or solution is integrated into a specific vertical market application, you may be invited to help design or even deliver vertical training programs. This provides you with valuable visibility to our direct and dealer sales forces.



Sales Enablement and Training Opportunities

Ricoh Learning Institute

Help design premium training on your solutions. Ricoh Learning Institute is a nationally recognized learning organization. Dedicated to providing continuous career development for employees throughout North America, it offers self-study, Web-based and instructor-led courses to support one of the most talented workforces in the industry. As a Strategic and Premier Partner, you are eligible to participate in the design of the training programs for your offering. Of course, training of Business Partner products is also offered, generally utilizing partner materials and tools. In 2013, Ricoh (also formerly IKON Office Solutions, Inc.) was named to Training magazine's Top 125 list for the 12th year in a row (the list has only existed for 13 years). The Training Top 125 is a list of organizations that excel in employee development, based on the publication's in-depth analysis and assessment.

Seminars, Briefings and other Events

An essential component of Ricoh's brand strategy is thought leadership. We continually look for opportunities to establish ourselves as thought leaders with key audiences such as customers, prospects, analysts and media. As a Strategic and Premier Partner, you may be invited to participate in these opportunities. We typically include our partners for their ability to promote specific technologies or vertical market insights.

Monthly Webinars

Here's yet another way to reach our sales force. We offer our direct sales representatives a variety of webinars each month. These online, interactive tutorials are designed to help reps better understand our technologies, our solutions and the markets we serve. Partners are frequently invited to develop and deliver seminars, which can greatly improve sales of your solutions. This is also a great way to get Ricoh and dealer sales representatives up to speed on your offerings, rather than waiting for regularly scheduled training sessions.



Technical Support

Superior Support for End-users, Strong Revenue for You

Ricoh offers one of the world's largest and most expert service and support organizations. This allows your solutions to be deployed and supported nationally or globally with little or no expansion of your existing staff. Depending on your partner level, we provide a variety of support options, along with the ability to generate revenue through maintenance agreements and renewals.

Support for Solutions in the Field

As a Strategic and Premier Partner, you enjoy benefits of Ricoh's service and support organization. We provide Level 1 & 2 technical support for all customer calls, dependent upon contract. The Ricoh partner provides support for Level 3 requirements. This is a critical benefit of the program. It frees a partner to focus on activities that truly drive revenue and spend little or no time fielding unproductive calls.

Equipment Discount Purchase Program

Save some money with us. All Ricoh Partners participating in the Ricoh Partner & Alliance Community are eligible for special pricing on Ricoh branded systems. This program provides affordable access to Ricoh devices (MFPs, printers, facsimiles and more) for all partner research, testing and development needs.

Opportunity to attend Ricoh Developer's Conference

Influence the solutions roadmap. Partners at all three levels that are also participants in Ricoh Developer Program (RiDP) may be invited to attend our developer's meeting, called the Ricoh RiDP Conference. This provides valuable insight into opportunities for enhancing current offerings and developing future offerings that integrate with Ricoh's broader solutions portfolio.

Technical Support

Urgent Escalation Process

We can be your eyes and ears. Strategic and Premier Partners can benefit from our service and support resources. We typically take in thousands of calls per month and address most service issues. However, per the customer's SLA escalation process, requests that require specialized expertise from one of our partners are passed onto the appropriate service organization. As a result, you can more quickly become aware of customer issues that may need urgent attention.

Software Maintenance and Renewal Program

Our direct sales representatives are trained to promote and sell software maintenance and renewal agreements for Strategic and Premier Partner offerings. This provides you with the potential for annuity revenues and long-term customer relationships. In fact, participation in the Ricoh Partner & Alliance Community typically contributes to very high success rates for renewals.

QA Feedback on Approved Products

Peer reviews provide a great opportunity to refine and advance products. As a Strategic and Premier Partner, you can ask Ricoh quality assurance and technology experts to review your offerings and provide you with suggestions for improvement, expansion or easier integration with other elements in our portfolio.

Access to Ricoh Roadmap

Be in the know. One of the most valuable benefits of the Ricoh Partner & Alliance Community is access to selected Ricoh corporate strategies. Partners are provided with insights from our market research analysis, forecasts and R&D efforts regarding the future of document management and how Ricoh plans to grow market share. Knowing our product roadmap gives you valuable information you can use to develop or enhance your own solutions.

Dedicated to
collaboration and
mutual success
through long-term
relationships



For companies that deliver business information solutions and who value a long-term relationship focused on big results for customers, the Ricoh Partner & Alliance Community is a vibrant network of trusted innovators who help customers maximize their investment in information technologies. Our mission is simple: grow together; build new business opportunities; and deliver comprehensive, proven best-of-breed business information solutions to our shared markets.

Unlike other alliance programs that treat every partner the same, we are focused on each partner's specific needs, goals and potential in order to create a thriving, mutually beneficial relationship built on trust.

Contact

To learn more about the Ricoh Partner & Alliance Community Program go to www.Ricoh-usa.com

For questions about the program, please contact:

Kristin Holzer

Alliance Marketing Manager
New Business Development & Alliances
412.861.7144
Kristin.holzer@ricoh-usa.com

For questions regarding the Ricoh Developer Program, please contact:

Joe Gormley

Sr. Manager, Ricoh Developer Program
Phone: 727-797-6305
Cell: 727-253-3747
joe.gormley@ricoh-usa.com