



Your customers expect always-on uptime performance. Are you prepared to deliver?

Today's companies invest more than \$2 trillion in equipment and software annually.¹ However, these substantial investments often fall short of their intended value — not due to faulty equipment or software, but because buyers neglect ongoing maintenance, updates, training, education, and upgrades. While developing groundbreaking solutions, it's easy to overlook the critical role of customer service in shaping your buyers' perception and influencing purchasing decisions.

Are you:

- Struggling to manage the complexities of equipment installations and service across multiple locations?
- Overwhelming your customer service team as your sales grow exponentially?
- Finding it difficult attracting and retaining qualified tech talent?
- Concerned with the costs and time required to develop a robust services infrastructure?
- Interested in creating profitable new product lifecycle service revenue streams?

If so, now's the time to consider working with a powerful, global lifecycle services partner. Don't let the complexities of equipment management hinder your growth.

RICOH
imagine. change.

Team up with a lifecycle services partner you can trust

Lifecycle services help maximize a product's uptime, optimize performance, and foster user adoption while providing your customers with outstanding customer service. Our holistic approach ranges from up-front service optimization planning and product implementation to ongoing maintenance, service parts management, help desk, updates, and training programs.

Drive increased revenue, customer satisfaction, competitive differentiation, and profitability by providing your customers with a comprehensive set of lifecycle services through the power of partnership.

83% of surveyed OEMs reported increased revenues when working with a lifecycle services partner.²

Make sure your service capabilities can scale with your business

As tech and innovation accelerate rapidly, companies need the agility to expand sales and geographic coverage quickly without compromising customer service.

With RICOH Service Advantage, we can work with you to tailor the right set of lifecycle services to help you do just that and put them into a proactively managed program that adapts and grows with your business.

You innovate. We execute.

We service and support:

- Robots/cobots
- POS systems
- Intelligent lockers and dispensing systems
- Cash recyclers
- Medical technologies
- 3D printers
- And more!

Partner with Ricoh

Partnering with us means you have one point of contact to help you manage it all. Your customers put their trust in you — trust us to deliver the top-notch, customer-centric service you deserve.



34,990+ patents registered worldwide



81,000+ global employees
14,500+ in North America



Technology, global reach, and environmental management

Visit our [website](#) to learn more.

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

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

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