



# RICOH Service Advantage

Planning for technology lifecycle service

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A customer purchased your product. Is that the end of your relationship or the beginning?

After many hours of research and development, design, engineering, and manufacturing you're finally getting ready to launch your new product into the marketplace. Congratulations!

Your focus has now shifted to deciding what your strategy should be to most effectively market and sell your new product as well as planning the distribution of it to your customers.

However, equally important to product design and manufacturing is deciding on a strategy to service your customers once they buy your

product, or better yet, to exceed your customer needs. How will your service organization measure up?

There is a lot to consider in the service lifecycle, such as determining an optimal term of maintenance and service needed over the lifetime of the equipment, the logistics and workforce required, operating costs, as well as future upgrades or discontinuation and replacement. Managing equipment and service resources effectively is an essential activity for any company.



## Why is technology service lifecycle management important?

Businesses face several challenges as they launch a new product. For starters, an organization must be able to scale to meet customer demand quickly. Field service resources must be able to provide customer support when and where it's needed. In the simplest sense, these challenges typically align with the stages of the Service Lifecycle Management (SLM) process.

### Total lifecycle management

The goal of any well-run service model is to manage customer care in a cost-efficient manner proactively. A service lifecycle management program looks at this as a holistic and ongoing solution that not only manages the maintenance and repair of products after sales but proactively manages the relationship with the customer and creating value over the lifetime of the customer's products or equipment.

### What do you gain from service lifecycle management

**Exceeding customer expectations.** For many of your customers, the ability to run a successful business is reliant upon their equipment operating at optimum levels. Keeping device downtime to a minimum and quickly fixing issues increases customer satisfaction about their investment in your technology, and better customer service builds reliability and trust for your brand.

**Staying updated.** Certain equipment may need updating over its usable lifetime, and good proactive management of updates or retrofits in the field may keep replacement costs down while increasing device uptime.

**Feedback on your devices.** Service lifecycle management helps you track, secure, and sustain your devices and understand how they're performing in the field and under a variety of conditions, giving you insights into how to deliver better product improvement functionality.

For many companies, the need to provide a comprehensive service program to customers may be fraught with questions about operational and economic obstacles.

There is a considerable amount of up-front capital, time and resources that go into successfully pioneering and expanding this type of services delivery and support organization. This is true for all businesses regardless of size, from startups entering the market, all the way up to large global enterprises.



## Stages of the service lifecycle

### ■ Transformation & adoption

The process of the adoption of new technology or product rollouts in a market and how to support the equipment with training, information and support for the customer's customer, employees or end users. Transformation and adoption both begin and ends the product lifecycle and may continue over several releases of a product.

### ■ Plan & design

The design of service programs and service-level objectives that enable organizations to transform and adopt new technology. Planning often includes discovery and consulting.

### ■ Configure

The physical configuration of devices before deployment.

### ■ Implement & deploy

The operational deployment of devices in the field, including logistics, scheduling, installation and training functions.

### ■ Support & maintenance

Ongoing service-level support for a product or device, either by call center support and scheduling of break/fix incidents, to preventative or predictive maintenance and service calls.

### ■ **Manage & control**

The service-level management of devices that are deployed in the field and controlled planning of any updates. Management includes customer service functions and the regular and ongoing reporting and 'voice of customer' metrics.

### ■ **Retire & reclaim**

The operational function of performing updates or retrofits of devices in the field or retiring devices and replacing them. Services may also include uninstalls, refitting or recycling of materials.

### ■ **Evergreen practices**

Evergreen practices are designed to extend the usable life of a device in the field, thus ensuring end-to-end quality and protection of the manufacturer brand. Evergreen practices should figure into the design of the entire product lifecycle, which keeps replacement costs low, and customer satisfaction high, until the process begins anew with the next product rollout.

## In conclusion

Planning for the effective management of this service lifecycle process is critical to ensuring customer satisfaction and confidence with implementing new electromechanical technologies such as robotics, intelligent kiosks, and other IoT equipment. The easy answer is to trust a partner who already has the know-how and experience.

Outsourcing a service lifecycle program allows startup companies and companies of all sizes to shift away from task level operations that happen in perpetuity, such as preventative maintenance and service calls. Finding a trusted service partner not only allows you to focus on the development and growth of your business, but it also allows your key personnel to continue to focus on the job of innovation and product enhancement.

A photograph of three business professionals (two women and one man) sitting around a white conference table in a modern office setting with large windows. They are engaged in a discussion, looking at documents and laptops on the table. The scene is brightly lit by natural light from the windows.

Begin and end with customer satisfaction.

# What role does Ricoh play in this?

RICOH Service Advantage is a global strategy that utilizes Ricoh's core strengths: process, people and technology, to help businesses accelerate their growth and speed to market to gain a competitive advantage. Service Advantage provides a scalable and flexible **Technology Lifecycle Services** infrastructure to companies of all sizes and stages of growth.

The Service Advantage team brings creative partner-to-business (P2B) strategies and solutions to these companies to help solve their most complex expansion problems and help them deliver exceptional customer service and technical support to their customers.

**80+**  
years



**97,000+**  
employees worldwide

approximately

**200**  
countries &  
territories



Choose which technology lifecycle service you need help with — whether it's one or all of them. Lifecycle services management allows companies to drive significant business outcomes, including:

- Reduce support costs
- Enhanced coverage
- Improved working capital
- Superior quality consistency
- Accelerated and predictable scale
- Consistent and effective service operations
- Improved customer experience

# Final thoughts

Now that you have seen a sampling of the technology lifecycle services that Ricoh provides, you can better understand how we can help you support your product or services organization and help you scale-up quickly, go global, or empower operational efficiencies. Because every client that we partner with has unique equipment and customer needs, our services can be blended and arranged to best suit your organization's needs.

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