

Ricoh Production Print Certification

RICOH
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A dynamic programme
for successful sales



Pro C9100 series

Ricoh Production Print Certification Programme

The opportunity



Ricoh Production Print Certification Programme

The Production Print Certification Programme has been established to help select and nurture Ricoh Partners to develop Production Print opportunities in the UK and Ireland. By selling into this market, Ricoh Partners can increase their net new business, grow wallet share in existing client accounts and provide attractive annuity streams.

The Certification will embed the essential sales skills needed to be successful in this market, alongside the best partner support available today. On completion of the programme, Partners can expect their sales people to have the knowledge to differentiate against competitors and understand the winning practices when approaching production print prospects. They will then be able to demonstrate sellable assets and a high standard of after sales service.

The opportunity for Ricoh Business Partners

The UK continues to be amongst the largest markets in Europe for digital colour and black & white production placements.

According to Infosource*, the UK colour cut sheet segment grew by a Compounded Annual Growth Rate (CAGR) of 24% between 2009 and 2014, whilst the black and white equivalent expanded by 6% between 2001 and 2014.

According to Infosource**, Ricoh's 49.6% share of the colour cut sheet market represented a No. 1 position and followed a CAGR, for the company, between 2009 and 2014 of 23%.

According to Infosource***, Ricoh's 31% share of the black and white cut sheet market represented a No. 1 position and followed a CAGR, for the company, between 2009 and 2014 of 7.35%.

According to the British Printing Industry Federation (BPIF)****, "Sentiment on the general state of trade remains positive on balance and investment remains key."

Source: * Infosource: Digital Color Press Sales, 2009-2014 Full Year, Jan-Dec, 1: Csheet, Brand, United Kingdom, ** Infosource: Digital Color Press Sales, 2014 Full Year, Jan-Dec, 1: Csheet, Brand, United Kingdom, *** Infosource: Production Devices Sales, 2014 Full Year, Jan-Dec, 1: Cop/Prt BW, Cut-sheet, Brand, United Kingdom, **** BPIF Printing Outlook survey, 2014

Ricoh's continued commitment to Production Print

- In November 2014, Ricoh opened a new Customer Experience Centre in Telford for production print clients that allows visitors to see a variety of end-to-end workflows and production processes first-hand as they might exist in their own facilities
- In January 2015, Ricoh launched a range of new digital cut sheet production presses, namely the Ricoh Pro 9100 and 9110, Pro C7100 series and the continuous feed inkjet Pro V60000
- Ricoh also became the first organisation to achieve certification of compliance with the new global ISO 16759 standard for "Quantification and communication for calculating the carbon footprint of print media products" with the Carbon Balanced Printing Programme
- In April 2014, Ricoh launched a new European Ink Jet Technical Centre in Telford to support the growing demand for its industrial ink jet print heads

Course synopsis

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A structured education plan spans two separate sessions, all targeted to give delegates a full understanding of the production print marketplace. Independent speakers explain how you can profile accounts, identify opportunities plus take on the competition and win. Delegates will learn how to speak correctly to production print business owners, buyers and key influencers.

Day One - Customer Experience Centre, Telford

Get to know your target markets and customers; understand the competition and discover how to win in today's marketplace; get to grips with basic industry jargon and try out the equipment with some hands-on training.

Day Two - Workflow solutions, Staines

Hosted in partnership with Ricoh solutions partners, this round table discussion will cover off the Production Print workflow solutions portfolio, highlight the key end-user benefits and explain how to identify opportunities to sell additional software. These are areas that will manage entire workflows, simplify processes and help expand the print provider's business opportunities.

Certification Plus - Professional training for specialist Production Print environments

This invitation only one day course is designed as a follow on from the Production Print Certification specifically for opportunities around the ProC9100. This elite assessment-based training will be delivered by industry experts, subject matter experts and successful sales consultants. The training is designed only for those Partners who are capable of successfully managing specialist customers with a higher expectation of expertise and technical knowledge. Such customers can be lucrative but only if they are sold the right products and solutions. The day will include specific product training for the ProC9100, role plays and an examination.

Partners must pass the following criteria before being accepted:

- Gold service certification
- Production Print trained engineers
- Delegates must have passed the PP certification
- Pre-course work must be completed and passed with at least 80% pass mark

Ulf Sunnberg - Industry Expert

Ulf delivers an inspiring insight to the world of Production Print based on his career of some 30 years in the industry. Currently working as a Partner at Clear Edge Inc., his main focus now is in a consulting role as well as Chairman of Grafkom, advising companies on all areas of digital communication. With a history of sales and marketing at Adobe, EFI and the Institute of Technology, he is often found delivering seminars at major events as a key note speaker, writing articles for the major print and digital magazines, as well as helping customers maximise their use of digital technology.

Two days of in-depth training over a three-month period will include workshops on:

- Production Print industry knowledge
- How to compete in today's market
- Know your competition
- Ricoh portfolio and Ricoh Production Print support

Achieving certification will help you to:

- Maximise individual sales opportunities
- Ensure effective prospecting
- Enable sales to qualify genuine opportunities
- Increase confidence and credibility in front of customers

Production Print Service Certification

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This optional element is designed for Partners who wish to service Ricoh Pro C colour digital production presses in-house. Ricoh Production Print Service Certification will ensure the infrastructure and processes to provide the levels of support required to meet Production Print customer's requirements are in place. In turn, this will provide assurance to your clients that you can support them to the highest standards with the full backing of the manufacturer.

Where required, we will work with Partners to assist with the implementation of processes and provide guidance, especially where Production Print is a new venture. In addition, regular monitoring will ensure ongoing customer satisfaction and service provider profitability. Ricoh will also carry out an annual review to assist with business growth, continuous improvement and compliance.

To achieve Ricoh Pro Service Certification, the following criteria must be met:

- A minimum of two engineers are fully trained on each product and training plans. These training plans monitor machine placements and ensure workloads are in place with sufficient engineer support
- Workflow and escalation processes specific to Production Print are in place
- Stock provision for Production Print products are monitored and maintained
- Processes are in place to carry out in-depth site surveys and complete a full Statement of Work document, prior to product placement
- As part of the pre-sales process, the media used by the customer must be qualified and documented
- Partners must have achieved the Customer Service Certification at the Gold level

Ricoh is a global technology company specializing in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2015, Ricoh Group had worldwide sales of 2,231 billion yen (approx. 18.5 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.

Under its corporate tagline, imagine. change. Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit www.ricoh.co.uk