

RICOH
imagine. change.



Focus on
Forward



Beyond a direction, forward is a mindset.

When we look beyond today, this quarter, this year toward more distant horizons, we see what's really important: a future bright with possibilities.



At Ricoh, we believe that by transforming information into actionable insights and freeing people to focus on creating value, we can unlock the potential in every business.

As the way we communicate, collaborate, and create evolves, the need for simple, secure, and sustainable solutions becomes more apparent each day.

That's why we bring people, processes and technology together to simplify complexity, clarify direction, tackle obstacles, embrace diversity and help you uncover opportunity.

So, you can focus on forward.



The Road

Forward



Reflecting on recent events, I can see clearly the pace of change is accelerating more dramatically than ever before. Changes in technology trends that might have taken years are now taking place in a matter of months – leaving organisations scrambling for guidance.

According to Forrester, digital services adoption, anywhere-work arrangements, and cloud-first strategies are among the current principal trends for organisations across Asia Pacific.

Companies also have to contend with radically evolving customer and employee behaviour brought about by changing priorities arising from the pandemic. Concerns over public health, cybersecurity, data privacy, and sustainability have become hot-button issues.

To surmount these challenges, I believe companies must accelerate innovation to reinvent their business and operating models plus fast-track their digital transformation programs plus improve agility, reliability, and efficiency.

So, how do you fuel growth, best harness information, stand out from the crowd, and generate sustainable revenue in the post-pandemic world?

Flexibility and innovation are at the heart of Ricoh. And so is diversity. When you partner with us, you can draw on our experience working in a wide range of business processes across a multitude of cultures. As we learn from each other's strengths, we combine diverse ideas and discover new ways to innovate.

With a keen eye to the future, we have bolstered our capability to provide a comprehensive Digital Services Portfolio that allows our customers to optimise performance and employee engagement anytime, anywhere, safely, and securely.

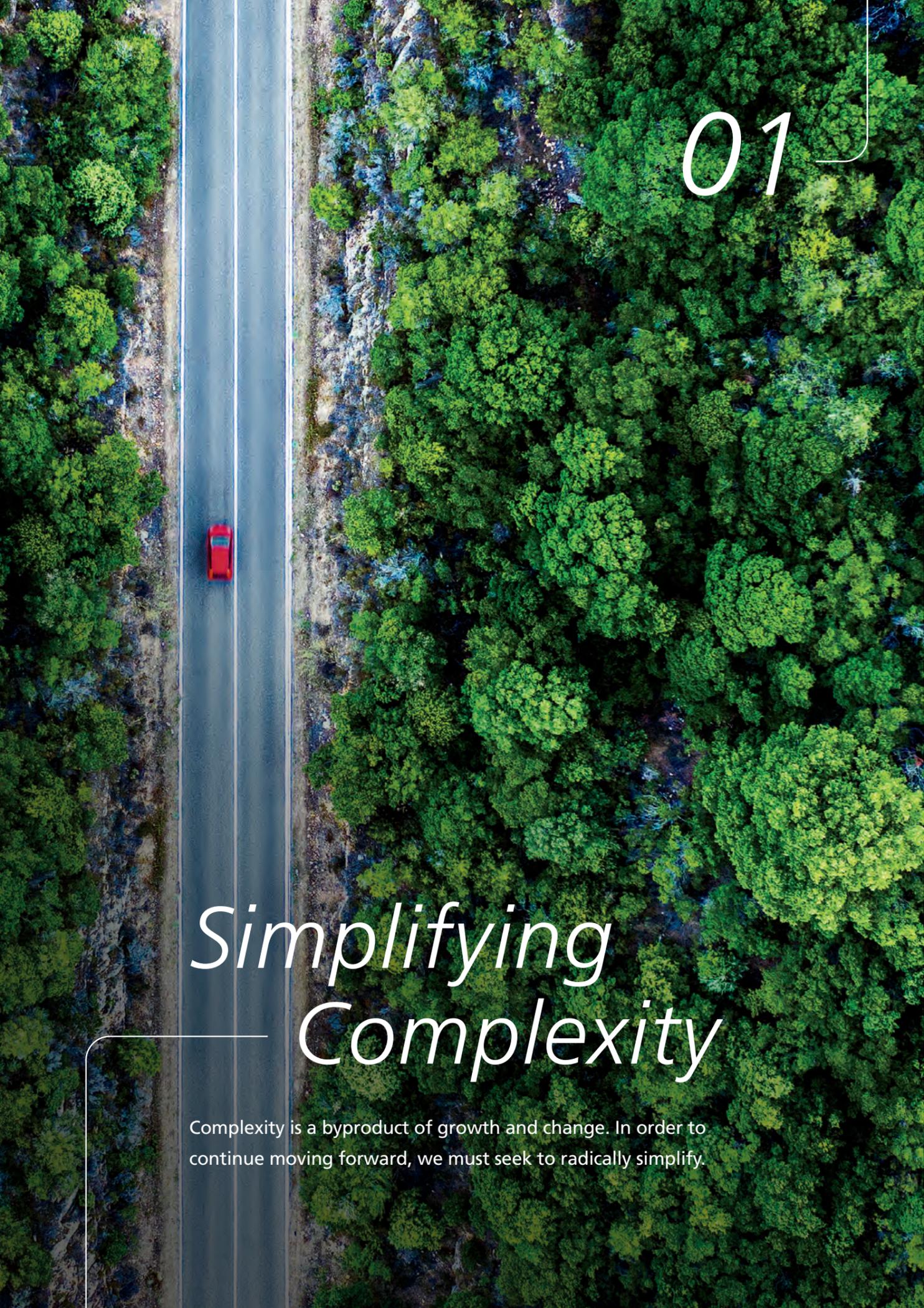
Since arriving in APAC, I made learning more about you, our customer, a strategic imperative. We built the "voice of customer" into re-inventing our portfolio. Our new Digital Services Portfolio covers four key areas of expertise—Hybrid Workplace, Digital Workflow & Automation, Cloud & IT Infrastructure, and Cybersecurity.

Expanding our capabilities also means we continue partnerships with best-in-class companies like Microsoft, IBM, Cisco and more. And we continue pursuing strategic partnerships in arenas such as document workflow management, and security, to ensure we stay on-point, ready to meet ever-changing needs.

Understanding how businesses run is what we do best. We invite you to join us and be part of this exciting journey forward.

Thanks,

JOJI TOKUNAGA,
Head of Ricoh
Asia Pacific / Latin America

An aerial photograph of a paved road winding through a dense green forest. A small red car is visible on the road. The number '01' is overlaid in the upper right quadrant of the image.

01

Simplifying Complexity

Complexity is a byproduct of growth and change. In order to continue moving forward, we must seek to radically simplify.

Attaining Clarity

Today's world generates reams of data every second. Harvesting and organising volumes of customer, market, and internal data presents challenges, and cutting through the clutter to extract usable insights often proves elusive.

Data should flow seamlessly throughout an organisation, informing decisions at all levels. But without the right systems in place, achieving a single view across lines of business with departmental and siloed data sets feels impossible. Meanwhile, greater mobility for employees and customers, improved productivity, and rationalised costs place increasing demands on every industry. Optimising information for business success is essential and starts with organising your data for action.

90% of generated data is unstructured.¹

Bringing Agility to Workflows

With the world always moving faster, building a resilient and agile work experience is on most companies' agendas. Hybrid workers need the right information at their fingertips at all times (wherever they're working) to be productive.

A holistic approach connects your team to the information they need when they need it. As a leading provider of Workflow Solutions, our vast experience in helping companies manage their information across a full spectrum of industries enables us to quickly understand any situation and work to solve unique end-to-end challenges.

Beyond digitising paper-based documents, optimal workflow solutions streamline your operations. These information solutions drive top-line growth and innovation, freeing up resources for higher-value tasks. Ricoh's digital services portfolio includes Hybrid Workplace, Workflow Digitalisation and Automation, Cloud & IT Solutions, and Cybersecurity solutions & services. It's a portfolio that grows as your business evolves, providing actionable insight and simplifying the way employees connect with customers.

50% of structured repeatable tasks will be automated by 2024.²

02

Navigating the Information Landscape

New risks emerge daily around how information is transmitted, stored and managed. As data grows and fragments, governance becomes more challenging. From security breaches to strengthening regulation and avoiding reputational damage, understanding and limiting your enterprise's risk exposure can be difficult. With data breaches on the rise globally, having top security in place without creating barriers to information accessibility is essential.

We've honed our expertise serving customers in highly regulated industries, seamlessly and securely gathering, storing, then sending data to stakeholders. Our Digital Workflow & Automation solutions help you protect valuable information and remain compliant while reducing risks.

Internal actors are perceived to be the greatest threat to an organisation's security, yet 70% of breaches are by external attackers.³

Overcoming Obstacles

The path forward is seldom straight. Anticipating challenges, encountering new information, and adjusting course is vital to moving forward.

STAYING VIGILANT

Ricoh's Top 5 Security Tips

1. Prioritise your security needs based on risk. Focus on high-risk areas.
2. Communicate with employees in an engaging manner.
Answer the question: "What's in it for me?"
3. As operations move to the cloud, shift security and governance programs as well.
Tools, processes, and responsibilities frequently differ.
4. Review the security and risk associated with partners and third parties.
5. Don't forget the basics! Stay current on patching and remediating vulnerabilities.



SECURING THE CLOUD

We've partnered with Cisco to secure cloud-based services that meet the challenges of today's complex IT environment.

Increased connectivity of users and devices plus the constant change of enterprise applications creates new difficulties for technology managers. Ricoh has integrated Cisco's industry-leading threat intelligence and monitoring, so you can create digital workplaces that safely bring together people and intelligent machines to work smarter.

Turn Risk Into Advantage

Ricoh handles sensitive, mission critical information for hundreds of thousands of companies worldwide.

From secure data collection using our proprietary digital services to analysing your data assets' value and providing encrypted storage, we can safeguard your information management. You can then operate more securely with lower TCO of your data resources.

With remote and hybrid modes of working the norm, the risk of a breach is exponentially greater. Home and public networks are notoriously easy to hack and working remotely can lead to lax file saving and sharing. We'll help you to monitor and control your entire environment by implementing a suite of cutting-edge IT security layers.

03

Embracing Diversity

Inspire creativity, deepen understanding and grow revenues across territories. By combining diverse points of view, you can reach new markets more sustainably.

Focus on Everybody's Strengths

Harnessing the best of different people's abilities brings enormous benefits to companies, resulting in greater productivity and employee satisfaction. However, achieving this is not as simple as hiring workers from a variety of backgrounds. To fully realise the power of diversity it's vital to go beyond mere inclusion and to implement a plan that supports understanding, engenders respect and takes everyone's interests into account.

When you partner with Ricoh, you can draw on our breadth of experience working in a wide array of business processes across a multitude of cultures to build trust internally and externally. In creating a receptive environment, not only do your employees learn from each other but your whole organisation does as well. This cultural development is something your customers will notice and appreciate.



 A BEGINNING,
NOT AN END IN ITSELF

Embracing diversity is just the start. Regularly seeking out advice from a variety of sources and discovering new ways to network is a catalyst for creativity. We can help you facilitate the type of communication that harmonises connections, inspires innovation and touches people more profoundly, wherever they are.

04

Uncovering Hidden Opportunities

Uncover benefits by intelligently sifting the critical information from oceans of data. Let insight propel you forward.

Actionable Intelligence

With the right systems and tools, extracting value from massive amounts of information is illuminating, not intimidating. Every industry stands to benefit.

Firstly, harvest the up to 90% of your data that's unstructured — including documents, emails, and social media. By deploying an enterprise content management service, you can capture, store and manage company-wide data.

Centralising your enterprise content creates new workflow efficiencies, accelerates speed to market, and powers inventory optimisation. All while reducing downtime costs and creating the ability to dive deeply into the data to uncover insight.

You need a provider with a full range of professional services and analytics solutions who asks the right questions, ensuring analyses are aligned with your core objectives and can measure the KPIs that ensure progress. Our powerful set of tools and services enables you to visualise and share data models with your key stakeholders, putting you in control.

By 2023, digitally transformed enterprises will account for more than half the world's GDP.⁴

Downstream Benefits Applied in the Real World

In addition to internal systems, data floods modern enterprises from customer touchpoints. One industry that has long held enormous reservoirs of customer data is retail banking.

The opportunities for banks to deploy advanced processes are limitless. Using advanced analytics, banks are building new customer behavior models incorporating unstructured data from call centres, social media, and geolocation in combination with transaction-level data to create novel experiences. More personalised understanding of their customers has led to greater customer satisfaction.

Customer experience has become a key differentiator. But customer acquisition and retention are fundamental to all businesses and necessitates that all your business processes run at their optimum.



Employing Our Expertise

At Ricoh, we foster a company culture of inquiring minds to help you quickly get the answers you need, when you need them, combined with the practical skills to put them to work.

Ricoh brings people, processes and technology together to deliver competitive advantage for over 1.4 million large and small businesses worldwide.

Our global experts in information management and digital services implement the latest research to devise forward-thinking solutions. On the front lines, our exceptional problem solvers are equipped to analyse your unique situation and guide you to sustainable profitability. And we engage leading industry technology partners to complete our ecosystem of managed service solutions.

We're long-term partners. With many engagements spanning decades, we've seen every type of business challenge. Beyond software and hardware, we understand how people work.

We continue to expand our technological expertise and innovation through R&D and strategic acquisitions. Recent technology additions have bolstered our offering in cloud, AI, data centres, network infrastructure, and video conferencing.

Our purchase of DocuWare, the market leader of content management software, demonstrates how these investments continue to deliver value to our customers, propelling us to the forefront of cloud-based document management and workflow automation. Customers seeking information management now experience an incredibly robust solution.

Every day, our dedicated employees engage directly with our customers, often embedded within their organisation.



People, Prosperity and Planet

By leveraging the power of business, we can make incredible strides to resolve social issues and ensure a sustainable future. This mindset is nothing new at Ricoh. It's simply the right thing to do.



Forward

Together

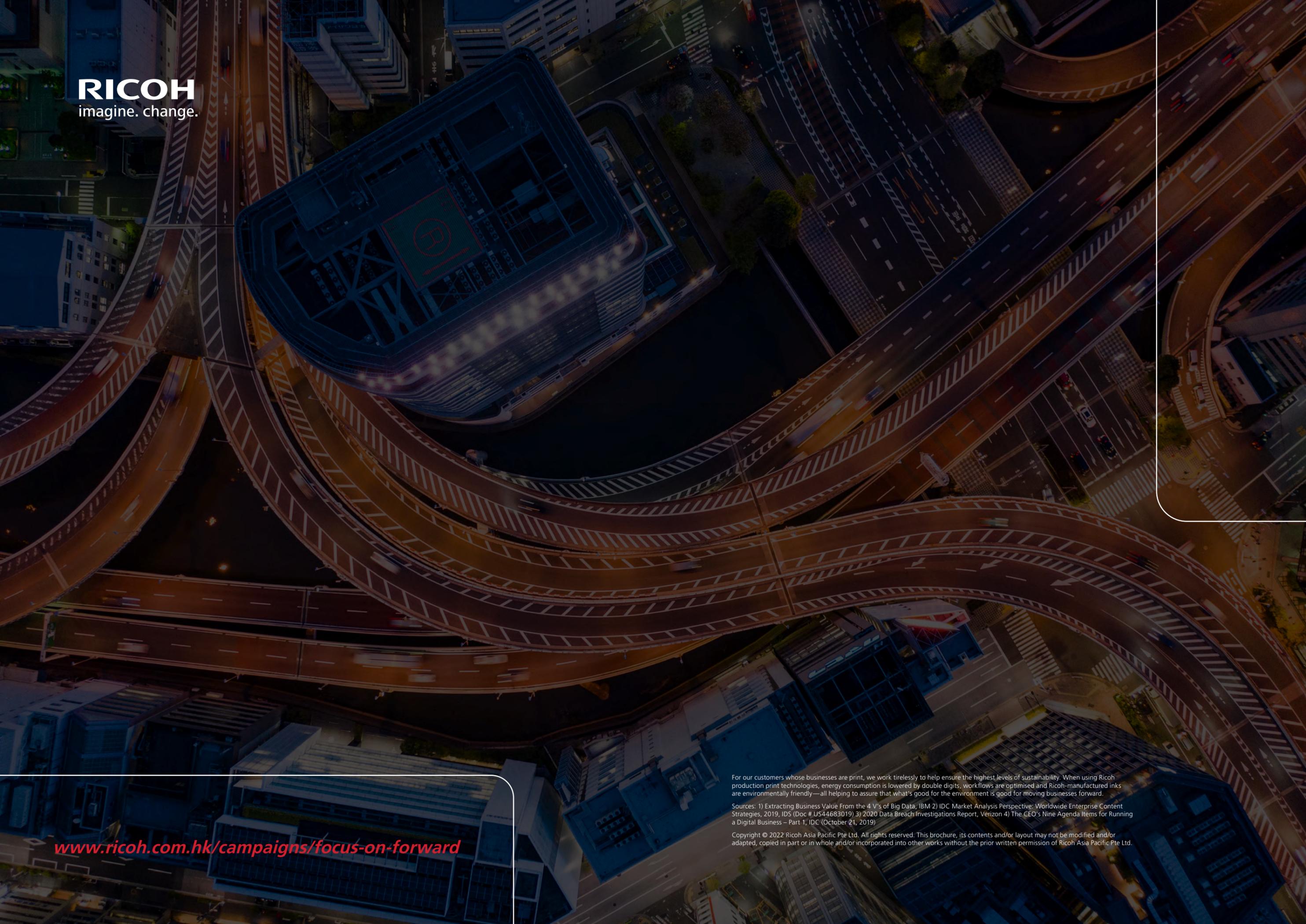
We live in a world teeming with information. What sets successful companies apart is how they connect to it, use it, and innovate with it. Recognising information as a resource rather than an operational challenge requires a journey.

Simplifying your technological ecosystem results in greater clarity, allowing you to chart a course, where impediments to success become easier to navigate. You can then surmount external challenges (regulatory issues, security threats, or market forces) and evolve to focus on sustainable growth through new opportunities.

Wherever you are on this journey, you don't need to take it alone. When you partner with Ricoh, you travel with an experienced team who knows the terrain intimately.

Learn more about how our approach and services can help your business focus on forward.

www.ricoh.com.hk/campaigns/focus-on-forward



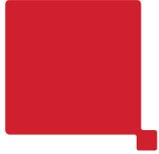
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For our customers whose businesses are print, we work tirelessly to help ensure the highest levels of sustainability. When using Ricoh production print technologies, energy consumption is lowered by double digits, workflows are optimised and Ricoh-manufactured inks are environmentally friendly—all helping to assure that what's good for the environment is good for moving businesses forward.

Sources: 1) Extracting Business Value From the 4 V's of Big Data, IBM 2) IDC Market Analysis Perspective: Worldwide Enterprise Content Strategies, 2019, IDS (Doc # US44683019) 3) 2020 Data Breach Investigations Report, Verizon 4) The CEO's Nine Agenda Items for Running a Digital Business – Part 1, IDC (October 21, 2019)

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