

Ricoh Positioned as a “Leader” in 2014 Gartner Magic Quadrant for Managed Print and Content Services, Worldwide

Ricoh evaluated for its completeness of vision and ability to execute

TOKYO, November 20, 2014 — Ricoh today announced that it has been positioned in the “Leaders” quadrant of the Gartner “Magic Quadrant for Managed Print and Content Services Worldwide”¹. This is the fifth consecutive year Ricoh has received the leadership designation from Gartner.

This year’s Magic Quadrant goes beyond Managed Print Services (MPS) to include Managed Content Services (MCS), which Gartner defines as a comprehensive solution that rationalizes, streamlines and optimizes business communications by providing customers with consultative help, software, and implementation. According to Gartner, “Leaders provide MPS and MCS to a wide range of customers, including the largest and most geographically dispersed, so they must demonstrate a truly global reach. They must demonstrate not only the skills to deliver today’s MPS and MCS, but also the understanding, initiative and resources to prepare for tomorrow’s MPS and MCS. Leaders characteristically augment the full scope of MPS with a wide range of added-value services.”

Ricoh Managed Document Services optimizes and manages an organization’s print and electronic information infrastructure. By conducting an in-depth analysis of how the company accesses, uses and stores both print and electronic information, Ricoh identifies inefficiencies in the capture, transformation and management of information, then builds a strategy to address customers’ specific issues, including document process and print device optimization.

Ricoh service teams then implement the solution and help customers manage the resulting changes. Ultimately, these services from Ricoh enable customers to get more value out of information by making it more available, adaptable, searchable, intelligible, portable and reusable.

“We believe our positioning in this year’s Gartner Magic Quadrant validates our strategic investments, our services methodology, and our ongoing portfolio enhancements,” said Yoshi Sasaki, General Manager, Business Services Center, Business Solutions Group, Ricoh Company, Ltd. “Whether it’s managing our customers’ print operations, streamlining their business processes, or optimizing their IT environment, we continue to provide them with the options they need to successfully navigate change in the new world of work.”

For more information on Ricoh’s services portfolio, visit <http://services.ricoh.com/>.

About the Magic Quadrant

Gartner [Magic Quadrant](#) research methodology provides a graphical competitive positioning of four types of technology providers in fast-growing markets: Leaders, Visionaries, Niche Players and Challengers. As companion research, Gartner [Critical Capabilities](#) notes provide deeper

insight into the capability and suitability of providers' IT products and services based on specific or customized use cases.

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¹ Gartner, Inc., "Magic Quadrant for Managed Print and Content Services" Ken Weilersten, Elizabeth Kim, and Sharon McNee, November 6, 2014.

| About Ricoh |

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 2014, Ricoh Group had worldwide sales of 2,195 billion yen based on the IFRS accounting standard (approx. 21.3 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.com/about/.

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