

RICOH

DATA CENTERS

Helping **ENTERPRISE DATA CENTERS**
Stay Competitive



PPBG PRODUCTION PRINTING BUSINESS GROUP



The enterprise data center is where the company and customer relationship converges—driven by the creation, production, and delivery of mission-critical communications. However, the nature of enterprise data centers means tight budgets and doing more with less. Expectations run high and enterprise data center professionals are expected to invest in the newest production printing solutions, while continually facing the threat of outsourcing.

At Ricoh, we understand the many issues you face in producing premier, customer-facing documents. That's why we have created a new business unit—Ricoch's Production Printing Business Group (PPBG)—to offer a comprehensive set of software, hardware, and partner solutions to help your enterprise data center succeed while your company benefits from improved customer relationships.

Helping ENTERPRISE DATA CENTERS Stay Competitive

"For the enterprise data center to be recognized as a strategic asset, we need to leverage the best new technologies."

Enterprise data center executives are often the best project sponsors for new strategies and solutions that pave the way for seamless integration between transactional applications, high quality marketing campaigns, and superior print technology. PPBG offers a full suite of integrated software partnered with high quality print capabilities that will make the enterprise data center a valuable strategic asset within the organization.

"I really need complete document security and integrity."

With heightened privacy laws, regulatory rules, and compliance issues, it's critical to know that customer communications are secure, 100% accurate, and will arrive when promised to the right customer. PPBG and our select software partners offer customized document integrity solutions that ensure every document reaches the right destination—each and every time.

"Everything in the enterprise data center needs to run 24x7."

Every bill, statement, or invoice is your company's chance to invoke a response or make a customer connection. A successful enterprise data center needs optimized production processes that guarantee accuracy and continuous uptime. PPBG offers the longest time between preventive maintenance, user-replaceable consumables, and workhorse print engines to ensure continuous uptime.

"What keeps me up at night? Shrinking budgets and rising postage costs!"

The enterprise data center is continuously measured against dwindling budgets and rising postage and paper costs—yet is asked to do more to strengthen customer relationships. PPBG provides production print solutions that offer improved workflow, reduced downtime, and fast print, helping you do more with less.

"I am constantly being measured against outsourcing models."

As your most valuable corporate asset, customer information is best located safely and securely inside your company's walls. Therefore, you will benefit most from a strategic partner who can ensure that your customer data remains secure. Ricoh is the premier production print partner when it comes to customizing and implementing cost effective, efficient document facilities to securely manage and store valuable customer information.

Think Production. Think Ricoh.

RICOH

Strategically implement the best new technologies ...

Deliver complete document security and integrity ...

Run 24x7 with continuous uptime ...

Outsourcing is a constant threat ...

Do more with less ...

Customer Driven Printing Solutions



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