



Information@Work

RICOH

IN TODAY'S WORLD, INFORMATION IS POWER.

Global data is increasing at an exponential rate, with data volumes expected to triple between 2025 and 2029.¹ And in a data landscape where 90% of information is unstructured², I believe we have an incredible opportunity to put that information to work for you.

Business, at its core, is about connecting people, processes, and information and that's what Ricoh does best. Over the past few years, we've had the opportunity to meet with customers across the country to discuss their biggest challenges in information management. We've learned together how data-driven process automation can transform organizations, how business process services propel competitive advantage, and how improving the workplace experience leads to better business results.

Most importantly, we've learned that success isn't defined by the products we deliver; it's defined by how well we understand and adapt to what our customers and partners need. Technology will always play a role in driving progress, but the latest tech can't replicate the feeling of knowing someone really understands your business, not just as a vendor, but as a true and trusted partner.

In this edition of FYI Magazine, we're bringing you thought-provoking insights designed to inspire and inform. You'll learn from Ricoh leaders, market experts, and industry peers how to harness the power of your information. Whether it's driving AI, unlocking data insights, or transforming customer and employee experiences, you'll discover ways to empower your teams, improve your workflows, and streamline your operations. And you'll hear from Ricoh leadership and Fortune 500 executives in AI and security on how accurate, accessible, and secure information is shaping the future.

Real partnership is more than a business arrangement — it's trusting each other and committing to shared success. And that's where Ricoh shines. Information may be power, but trust is our strongest currency.



Carsten Bruhn
President and CEO, Ricoh North America

¹ IDC's Global DataSphere Forecast

² Big Data Statistics 2025 (Growth & Market Data)

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Mastering the complexities of information security in modern business

An interview with Rob Gibson & Alexandria San Miguel



> Rob:

At Ricoh, we believe information is an organization's greatest asset, but it can also be a liability. Would you give us a brief overview of the importance of securing information in today's world?

> Alexandria:

Information security rests upon three fundamental pillars: confidentiality, integrity, and availability. If your organization holds any of these principles in high regard, particularly in relation to your critical business data, then safeguarding your systems and data must be foundational in your management strategy.

In an era where no enterprise operates without heavy reliance on data and systems, neglecting to invest in securing these systems — through people, processes, and technologies — exposes your entire operation to risk. The approach you take to securing your infrastructure should be driven by the unique nature of your business, its operational processes, and your risk tolerance. Ultimately, security is not simply a technological concern; it is a vital discussion centered on business risk.

> Rob:

Information is also the cornerstone of other critical functions like automation, operations, and workplace experience. How does security factor in those business facets?

> Alexandria:

While automation, operational efficiency, and workplace experience may not be the primary focus of information security, these critical concepts are inherently dependent on the integrity and availability of the data and systems they rely upon. To foster seamless automation and optimize operational efficiency, it is imperative that systems and data are safeguarded to ensure their continuous availability and protection from compromise. Robust security protocols mitigate the risks of system downtime, data loss, or tampering.

Moreover, as automation and efficiency directly influence the workplace experience, it is essential that security measures and risk management are seamlessly integrated into every aspect of data processing.

Security should not merely be an add-on, but rather a foundational element of any operational framework.

> Rob:

Today's organizations are consumed with unfathomable amounts of data. Cyberattacks are also becoming more frequent and increasingly sophisticated. With these challenges in play, how can companies effectively take charge of their information security? Where do they begin?

> **Alexandria:**

Information security is undeniably a complex and often abstract domain.

Given the vast landscape of known and unknown vulnerabilities within our systems — paired with the ever-evolving threats posed by cybercriminals — many organizations find themselves overwhelmed, uncertain of where to begin.

The key to navigating this challenge lies in clarity. Start by defining your core business objectives, identifying mission-critical processes, and understanding your organization's risk appetite. These foundational insights serve as a strategic compass, guiding your security priorities.

If your organization lacks a highly visible security officer, consider this your imperative to appoint one. This individual serves as the bridge between business strategy and cybersecurity, translating essential objectives into a cohesive security framework. Ultimately, information security must be embedded at the executive level — ensuring strategic alignment, operational resilience, and the protection of both reputation and business continuity.

> **Rob:**

Security is a dynamic and ever-changing field. How do you stay one step ahead?

> **Alexandria:**

In security, we often say, “The more we know, the less we understand.” The field is inherently complex, and as organizations grow, so too does this complexity. To stay ahead, I rely on the usual avenues — industry conferences, discussions with fellow security professionals, and insightful podcasts — but I believe true success in this field comes from being an active listener and having the courage to ask difficult questions.

As an information security function, we don't generate revenue, build products, or typically play a direct role in mission-critical processes. Yet, our effectiveness hinges on a deep and nuanced understanding of the business.

Without a clear grasp of what we're protecting, we start at a disadvantage — a scary position in an environment where threats are constantly evolving.



About Alexandria San Miguel, Head of Information Security, CHANEL

With over 20 years in the technology industry, Alexandria is an expert on tech and enterprise risk. Her prowess in understanding process, governance, and IT security has propelled her into notable roles with leading organizations in the music, fashion, entertainment, and manufacturing industries.

About Rob Gibson, VP of Consulting, Ricoh North America

Leveraging a rich legacy of experience in the IT and services industry, Rob is passionate about customer relationship management. He currently leads a team of consultants who help clients transform their workstyles and workflows through cutting-edge automation solutions and consultative relationships.

Process Automation

WE DON'T JUST
CAPTURE DATA.
WE PUT IT
TO WORK.

How process automation can
turn manual into meaningful.



1. CAPTURE

Extracts data from all inbound sources — allowing it to be automatically processed, classified, sorted, and indexed.

30%

Amount of time businesses can save by automating routine tasks.

Source: Forrester Research

2. PROCESS

End-to-end workflow automation including records, invoices, and claims management — saving time and eliminating human error.

90%

Reduction in business processes error rate after automating.

Source: IBM

3. ORGANIZE

Enterprise content management that makes crucial information usable for all stakeholders — while driving insights into critical business processes.

10-25%

Reduction in operational costs on average after automating processes.

Source: McKinsey & Company

4. SECURE

Proactive data protection that keeps data secure and compliant — even in highly regulated industries like healthcare, finance, and insurance.

\$452B

Revenue loss in U.S. due to cyberattacks in 2024.

Source: Kiteworks study

5. SHARE

While maintaining security, critical information is made available to those who need it, connecting silos, reducing redundancies, and simplifying customer communications.

20-40%

Increase in customer satisfaction after implementing customer service automation.

Source: Gartner



GET YOUR DEVICES TO LISTEN TO YOU

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- Monitor the status of devices, sensors, and systems in real time
- Provide immediate solutions from a simple drop-down menu
- Automate the solution to solve the issue without a technician



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From anxiety to opportunity: How businesses can **thrive with AI**

An interview with Bob Lamendola &
Biz Dziarmaga

BOB:

There is so much groundbreaking technology out there and a lot of it has to do with your specialty, AI. Can you share a brief history of how you began working in the field of artificial intelligence?

BIZ:

I've always been captivated by technology and how it can solve complex problems in new and innovative ways.

When I joined IBM, I was immediately drawn to the incredible potential AI has to transform business and society. The more I learned, the more I saw how AI isn't just a passing trend — it's reshaping industries in real-time.

In early 2024, I made the decision to shift my focus to sales and AI because I saw an opportunity to be at the forefront of this revolution. What excites me the most about AI is its ability to bring intelligence to every aspect of a business — from enhancing customer experiences to automating processes and uncovering insights that were previously hidden in data. It's not just about adopting new technology; it's about rethinking how we do business and driving true, impactful change. I'm thrilled to be in this space at such a pivotal moment and to help organizations unlock the full potential of AI to shape the future.

BOB:

What's your take on the anxiety that surrounds AI?

BIZ:

I believe that all organizations have the potential to transform into AI-first enterprises, but the anxiety around AI is understandable. It's a disruptive force, and whenever something transformative emerges, it's natural for people to feel both excited and uncertain. But the truth is, AI is here to stay — and it's as foundational to the future of business as the internet has been.

My advice to businesses considering AI is simple: Embrace it as a tool, not a threat.

Weave it into the entire fabric of your organization. It's not about replacing people — it's about empowering them to do more meaningful work. AI can help improve productivity, uncover insights, and even enhance creativity, but it requires a shift in mindset. AI should be seen as an opportunity to move from the mundane to the meaningful, not as a replacement for human intelligence but as an extension of it.

BOB:

At Ricoh, we've found there's a natural synergy between AI and automation. Have you found that to be true as well?

BIZ:

Yes, I absolutely agree with the synergy between AI and automation. At IBM, we've seen how integrating AI with automation doesn't just streamline processes — it enhances their effectiveness, adaptability, and long-term impact. By combining the two, businesses can move beyond simply automating routine tasks to creating smarter, more agile systems that continuously learn and improve.

A prime example of this synergy at IBM is AskHR, our internal AI-powered platform that has automated over 90% of our HR processes. What was once a time-consuming manual task — like transferring an employee from one manager to another — now takes just minutes, thanks to automation and AI working together. This integration allows us to improve both speed and accuracy, while also providing the flexibility to adapt and optimize over time. We've seen similar transformations with AI and automation in sales, customer service, pretty much across the board.

BOB:

Ricoh places a high value on partnership, so I'm particularly interested in the partnership aspect of your role. Can you expand on that?

BIZ:

At IBM, we take immense pride in our strong partnership program, and what I love most about it is that it truly works both ways. I'm fortunate to collaborate with incredible partners, like Ricoh, and the best part is, we approach these partnerships as collaborative relationships where mutual success is the ultimate goal.

When we partner, we truly win together. These relationships are not just about technology solutions; they're about building trust, exchanging expertise, and achieving shared goals. I genuinely love my job because I get to help foster these partnerships, working alongside amazing teams to solve complex challenges and bring innovative solutions to life.

At the end of the day, when we align with the right partners, there's no limit to what we can accomplish together.

About Biz Dziarmaga, Vice President of Build Americas Sales & AI Partnerships, IBM

An accomplished sales leader with a trajectory career in IT, Biz has a wealth of experience in AI, automation, and client satisfaction. Her expertise extends to building international teams and working with C-suite executives to drive continuous innovation and strategic partnerships.

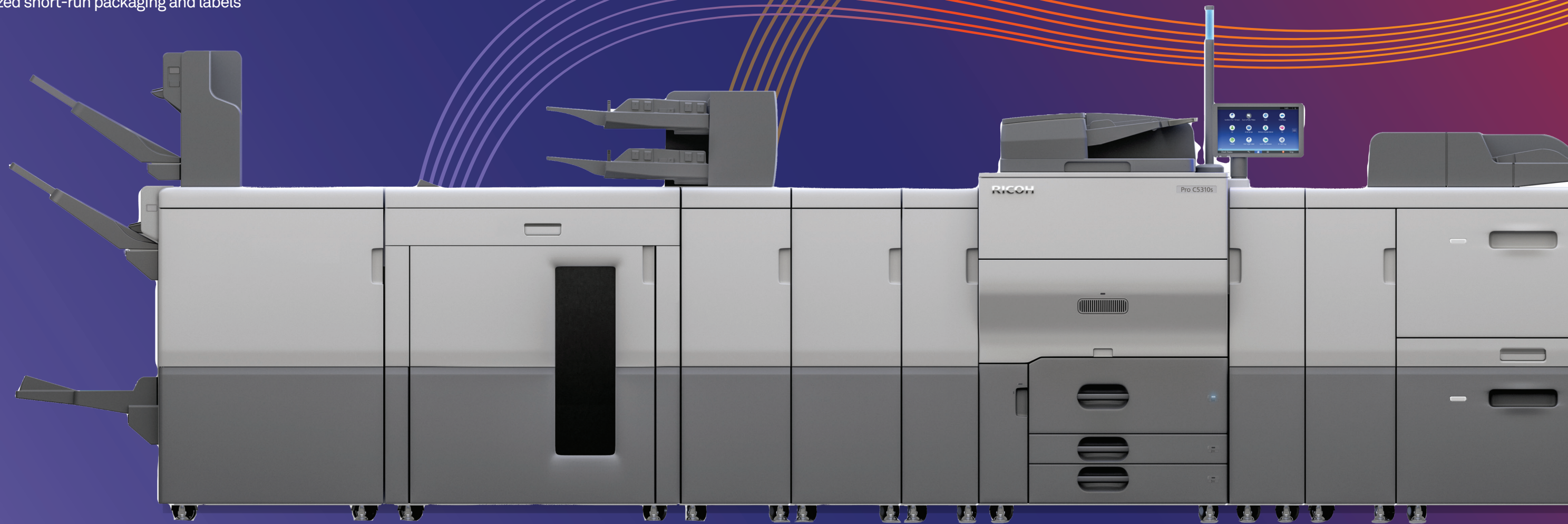
About Bob Lamendola, Chief Digital Services & Delivery Officer, Ricoh North America

Over 15 years, Bob has led all aspects of Ricoh's IT Services infrastructure — from engineering and design to the daily operations of those environments. He is currently responsible for creating a clear strategy and identity for Ricoh's Digital Services portfolio to enable efficiency and agility, while aligning and prioritizing resources with a customer-centric focus.

One printer. Endless applications.

Produce professional grade documents in-house.

- Transactional and transpromotional documents
- Promotional items, like tent cards, menus and loyalty cards
- Specialty bound booklets/books or manuals
- Personalized short-run packaging and labels



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OPTIMIZING HYBRID WORKFORCES WITH SMART MEETING SPACES

By Rob Gilfillan, Vice President,
Technology Innovation & New Business,
Ricoh North America



UNDERSTANDING THE MEETING LANDSCAPE

With an estimated 11 million meetings per day, or one billion per year in the United States,¹ modernizing the meeting space experience is critical to everyday business.

A recent survey found that workers in the U.S. are spending at least 20% of their week in meetings, and that rises to 35% for senior leaders.² Additionally, it's estimated that with so many meetings, "unproductive meetings cost businesses \$34 billion a year, and this number continues to increase."³

With the rise and staying power of hybrid and remote work, the need for a more flexible approach to meetings is essential. According to one poll, 77% of employees say flexible work is more important when considering a new role than a pay rise.⁴ Organizations must adapt and adopt technology that enables and empowers workers to work, collaborate, and communicate from anywhere.

For companies with work-from-anywhere models, engaging employees can be challenging. Executives consider more than 67% of virtual meetings to be failures, suggesting challenges in conducting effective remote meetings.⁵ One way to overcome this is with innovative workplace technology, enabling teams to remain productive and collaborate easily with others from any location.

Today's employees require multifunctional, integrated, and secured meeting spaces designed to enhance anytime, anywhere collaboration.

What are meeting space solutions?

Meeting space solutions are future-forward, end-to-end solutions that employ powerful, integrated technology. Video conferencing, digital signage, and other enhancements allow for seamless collaboration, creating more engaging experiences for in-person and virtual meetings.

These solutions offer the flexibility to configure meeting spaces based on operational, employee, and client needs. Flexible meeting rooms are ideal for organizations looking for more efficient use of workspaces while reducing their real estate footprint.

¹ Flowtrace. "65 Surprising Meeting Statistics for 2025." January 24, 2024.

² Fellow. "2024 State of Meetings."

³ Pumble. "Meeting Statistics You Should Know (2024)."

⁴ People Management. "Flexible working more important to most employees than a pay rise – People Management poll." February 13, 2024.

⁵ Flowtrace. "65 Surprising Meeting Statistics for 2025." January 24, 2024.

Three ways to redefine meeting spaces

1. Level up your virtual meetings

Whether your marketing team is strategizing new offers or the R&D team is brainstorming the latest updates, team members need intuitive collaboration tools.

Video meetings can be effective for presentations and discussions. However, when your team requires more intense collaboration, like working on a document or revising the same presentation simultaneously, you may need alternatives like collaborative digital whiteboards.

Interactive digital whiteboards offer your hybrid workforce sophisticated yet easy-to-use cooperative tools that empower people to come together as if they're face-to-face and optimize meeting efficiency.

2. Add security to your meetings

Many consumer-grade video conferencing programs might be convenient or offer instant, hassle-free enrollment, but they might be missing an essential component — enterprise-grade security.

Virtual collaboration often involves sharing confidential data and files, so secured workplace technology is necessary to mitigate the risk of data leakage, loss, or breach. Meeting space solutions also offer audiovisual technology with secured infrastructure. End-to-end encryption can protect sensitive information by preventing unauthorized users from accessing your platform.

3. Optimize on-site meeting spaces — your way

Employees value hybrid flexibility and it's up to employers to configure and plan meeting spaces accordingly. Knowing employees favor the idea of flexible, hybrid work creates opportunities for organizations to reduce their office real estate or reconfigure current spaces for different purposes.

Meeting space solutions include access to analytics that provide insights into room usage — enabling decision-makers to pivot quickly. Real-time data shows insight into space utilization and future planning for more cost-efficient use of resources.

Redefine the future of work

Let's create the right meeting spaces for your business, employees, and customers — and take work to the next level.

About Rob Gilfillan, Vice President, Technology Innovation & New Business, Ricoh North America

After a successful early career in audiovisual and conferencing integration, he co-founded Cenero, which was later acquired by Ricoh. Rob now leads the Cenero division, guiding the strategic direction of all company initiatives, and setting the tone for providing exceptional solutions for all clients. He has personally managed hundreds of integration projects around the globe.



Workplace Experience

THE NUMBERS BEHIND A BETTER WORKPLACE EXPERIENCE

Room Scheduling

Real-time occupancy data to help organizations meet the evolving needs of their employees and their bottom line.

+20%

increase in employee satisfaction due to reduced meeting conflicts and improved workspace management
Herman Miller

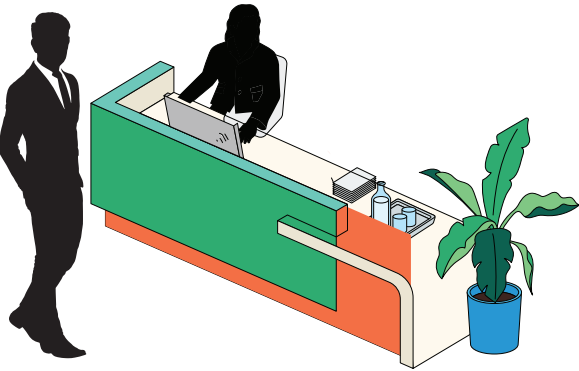


Communication Services

Innovative AV solutions encourage collaboration, improve interactions, and inspire engagement. Reliable, flexible technology solutions create more productive meeting experiences.

88%

of employees state that video conferences reduce the time it takes to complete projects
99firms.com



Reception Services

Reduce time-consuming administrative tasks, streamline operations, and ensure a personal and professional welcome for visitors, partners, and employees.

67%

of clients associate a business's professionalism with the quality of its reception services
American Management Association

Smart Lockers

Real-time data and remote management allow for full accountability and traceability of assets.

+40%

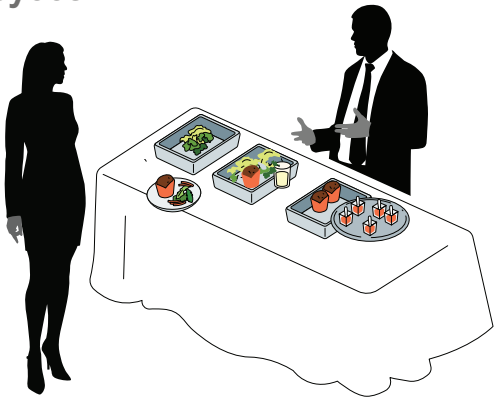
increase in employee satisfaction due to enhanced convenience and security
Doddle

Hospitality Services

Employees, clients, and partners feel taken care of with consistent, high-quality service, smooth delivery of event orders, and clean, well-maintained office space.

56%

of workplace professionals are filling their offices with snacks, lunches, beverages, and treats to lure their employees on-site
Envoy



IT Services

When employees can access the same hardware, software, and information securely, no matter where they are, work is efficient and goals are more easily met.

77%

of employees say that their overall job satisfaction is significantly influenced by their access to efficient IT services and support
Robert Half Technology



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LARGE GOVERNMENT AGENCY DEPLOYS **CUSTOM WORKFLOW AUTOMATION**

CHALLENGE:

How can a U.S. federal government agency responsible for promoting economic prosperity for its citizens streamline the processing of 250 million pieces of mail annually without automated workflows?

SOLUTION:

By using sustainable, fast, and cost-effective inkjet printers and creating a custom intelligent workflow and interface solution for mailings and returned mail, Ricoh utilized USPS processes and data to reduce the overall postage burden and improve production operations — saving time and taxpayer money.

RESULTS:

Besides saving over \$27 million per year in postage for outbound mail and \$50 million per year in postage for return mail, the automation processes created more flexibility for employees and the opportunity to solve other challenges, cementing the agency as a government leader in new technology advancements.



Business Process Services

**DO IT FASTER.
DO IT BETTER.
AND LEARN FROM
EVERY STEP.**

INTELLIGENT BUSINESS PLATFORM (IBP)

A cloud-based, AI-driven, fax-integrated, end-to-end workflow solution for capturing, connecting, and securing (any form of) information on a single platform.

72%

of executives believe that operational efficiency gives them an edge over competitors.

PwC, "Innovation and Operational Efficiency Survey"

IOT COMMAND CENTER

Predictive maintenance, analytics, and real-time monitoring of IoT devices across departments and continents.

25%

increase in employee productivity due to reduced downtime, streamlined workflows, and fewer administrative tasks.

International Data Corporation (IDC), "Productivity Gains through Efficient Operations"

SERVICE ADVANTAGE

Production, inventory, and fulfillment solutions that can be customized and scaled to evolve with you. Supported by Ricoh's vast infrastructure and a team of 10,000+ experienced service personnel.

20-30%

faster delivery times means operational efficiency can boost profits by 25-95%.

Bain & Company, "Improving Customer Satisfaction Through Operational Efficiency"

TURNKEY MEDIA

All-in-one solution with configurable packages to create, monitor, manage, and sell both digital and print advertising. So retailers can reach shoppers "where they are" with timely, relevant messaging and charge brands to do the same.

40%

reduction in material, time, and financial waste from efficient operational practices.

Lean Six Sigma Institute, "Waste Reduction Through Lean Six Sigma"

Supercharging CX by putting employees first

By Steve Sanders
Vice President, Service Advantage,
Ricoh North America

Culture in the workplace has achieved widespread staying power and reached a pinnacle of awareness for businesses globally. Showing employees they're valued has proven potential to skyrocket growth in today's workplace landscape.

A holistic view of the employee experience (EX) — based on culture — includes each step of the employee lifecycle: attracting, hiring, onboarding, training, engaging, managing, and developing employees. But to excel in each of these categories, you need a strategic approach.

Why invest in employees?

Investing in employees has proven to attract new talent, improve retention, lower absenteeism rates, increase engagement and effort, elevate brand perception, and cultivate high performers.

In a recent study, EY-Qualtrics Alliance found that “firms with engaged employees see 80% higher customer satisfaction and half the employee turnover. Higher customer satisfaction and reduced turnover lead directly to higher revenue growth and profitability.”¹

The bottom line is that people who are happy at work are in the best possible position to create happy customers — because when employees feel better, they perform better too.

Building a culture of excellence and operational efficiency

Refining and enriching the employee experience is much more than transactional and financial compensation. It's also a mix of emotional intelligence, open communication, and demonstrating company values combined with the adoption and support of technology.

Technology enables, connects, tracks, and accelerates internal and external business processes. Employees can then use data to improve customer service delivery and support. Automation that eliminates manual steps makes work more enjoyable, productive, and efficient.

¹ EY. “How to inspire 2.5 billion employees to care more.” May 13, 2024.

Connecting the dots: From EX to CX

Investing in employees and their experience goes hand in hand with boosting customer experience (CX), especially in service delivery. When you put a heavier focus on training, ongoing education, coaching and supporting employees, you won't just get happier employees. You'll also save time, money, and other resources that get lost in the revolving door of employee attrition.

The same EY-Qualtrics report found that “employees who are engaged respond with 22% higher levels of productivity, and companies with more engaged employees have seen 21% higher levels of profitability.” When your employees stay longer, they become more invested — not only in their daily work but in the company's mission overall.

5 tips for building culture by putting employees first

1 Make culture and EX a priority for your organization.

This should involve both leadership and employee feedback with a budget to support initiatives. One analyst reported that companies invest an average of \$2,420 per employee on EX, which is projected to increase annually based on employee expectations.

2 Live and breathe your company values to create a better culture.

This may involve reassessing your mission and values to appeal to different generations, who may care deeply about social and cultural values like sustainability and giving back to the community.

3 Fuel employees with the right data and automation technology.

By focusing on operational efficiency, companies can eliminate tedious work, save time, and lower costs. Process automation, workflow applications, robotics, and other AI-powered tools can streamline processes and improve customer satisfaction.

4 Incentivize your staff.

Are employees incentivized to give excellent customer service and show pride in their work? Do they enjoy solving customer challenges? These are quintessential traits for frontline employees and customer success teams.

5 Constantly monitor your progress.

Are frequent surveys and pulse tools, like Net Promoter Surveys, available to get feedback from employees and customers? Are managers creating feedback loops and showing their team how things are changing?

People are the answer

Business performance depends on employee experience and work culture. It all starts and ends with people (and help from technology) providing the best solutions. Are you ready to redesign, rethink, or strategize how to better invest in your employees? The outcome will impact your business — inside and out.

About Steve Sanders
Vice President, Service Advantage,
Ricoh North America

Steve is a senior leader specializing in transformational growth within Ricoh's Service Advantage program. With a proven track record in creating new service revenue streams through strategic OEM and technology partnerships, Steve helps clients leverage AI and automation to optimize mission-critical workflows. He is an expert in service design, pricing strategy, partner onboarding, and operational innovation, and is focused on driving scalable solutions and recurring revenue models.

Big breakthroughs come in small packages.

Meet the new RICOH A4 color imaging series.

RICOH IM C320F | RICOH M C320FW | RICOH P C375



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MIND THE GAP

How workplace fulfillment is impacting employee retention

A Ricoh survey of over 2,000 full-time American and Canadian workers between the ages of 18 and 64 revealed that workplace fulfillment is an often-overlooked factor employers should focus on in their talent retention strategies as companies implement return to office (RTO) policies.



Employee fulfillment by the numbers

Are folks fulfilled? On a scale from 1 to 10, on-site workers ranked their overall fulfillment at 6.9 Remote workers ranked their overall fulfillment at 6.6	Stay put or job hunt? 84% say workplace fulfillment is a major deciding factor in staying with an employer. 88% of hybrid employees say that having an effective physical and digital workplace is an important factor in their decision to stay in their current role.	Happy employees are happier people 82% report feeling happy at work makes them feel happier at home. 21% say they're completely fulfilled through their work.	United States vs. Canada 29% of Americans are completely fulfilled at work. 14% of Canadians are completely fulfilled at work.	Gen Z on workplace fulfillment 63% associate their personal identity with their profession, more so than any generation. 85% are most likely to say that feeling fulfilled at work helps them feel fulfilled at home.	Optimistic about AI 67% say AI will help with workplace efficiency. 60% agree that AI tools could allow them more time to pursue personal passions.	People are the fulfillment glue 47% feel more disconnected from colleagues compared to 5 years ago. 91% of workers believe culture is the key to workplace fulfillment.
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CALIBRATED,
PRINTED,
CREASED,
FOLDED,
BOUND,
AND TRIMMED
ON THE
RICOH PRO C9500

(ARE YOU IMPRESSED?)

RICOH

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