



**Redefining Professional
Services to Build ROI**



REDEFINING PROFESSIONAL SERVICES TO BUILD ROI

The printing industry is continually evolving as print shops reinvent their front-end and production workflows to stay competitive, increase productivity, and expand their service offerings. But what happens after the hardware or software is installed? There is often a gap between the investment and the ability to use it to make money.

Printers often choose to handle the back-end integration or market development in-house. This is well intentioned. However, even if printers have the expertise to do so, they are balancing this with production time, and the bandwidth and focus become strained. Many times, the amount of time and resources it takes to understand and successfully develop applications for a new market are underestimated.

There are times when this results in printers finding that their investments are underutilized or, even worse, end up sitting unused. More alarming is that sometimes printers don't even realize they aren't maximizing their investments and could even be leaving money on the table.

Even if printers aren't adding new technology or services, many are unintentionally leaving profits on the table because they have inefficiencies in their operations that they haven't identified. Or, if they have identified them, they haven't determined how to fix them. Higher levels of productivity and profitability are available, but printers might not have the resources, processes, or technology to get there.

FAST TRACK TO ROI

This is where Professional Services come in. "Professional Services" is just a fancy way of saying consultation, training, and support. Whether it's a dedicated investment or a choice to spend a little more upfront at the time of purchase, by engaging with Professional Services you gain access to a team of experts who can save you weeks or months of time. They ask the right questions, accelerate set up and integration, and help you make money faster than you could on your own. They can also save you from making costly mistakes.

Let's say you invest in a new Web-to-print solution. Getting it set up out of the box is one thing. Getting it integrated with multiple workflows, including toner, inkjet, offset, wide-format, and even promotional items, is another. There are also many

5 Ways Ricoh Professional Services Fast-Tracks ROI

How can Ricoh's Professional Services team help you fast-track ROI? It helps you do the following:

1. Start producing live jobs faster.
2. Remove unnecessary costs.
3. Set up for maximum efficiency and productivity from day one.
4. Gain insight into new markets without the learning curve.
5. Choose, develop, and price the right real-world applications for your marketplace.

decisions to make. Will you develop templates, and if so, how many and in which formats? Will you integrate mailing lists and variable data? Which paper stocks will you offer? How will you handle finishing, shipping, and fulfillment? How about pricing? Every customer could have a different price list, with significant complexity within each. In order to create a good customer experience, the solution needs to be 100% integrated and ready to go right out of the gate.

Working with Professional Services can also save you from costly oversights. Say you have invested in a wide-format press. You might have chosen the press based on specific criteria, even though you knew it would require a separate workflow. However, as you get into it, you find that having a secondary workflow is more troublesome than you expected. The lack of standardization in color management is highly problematic for certain clients, the inability to split jobs is killing your productivity, and the need for operators to know multiple systems is creating real challenges for onboarding new operators. Engaging Professional Services at the outset would have identified these challenges and may have resulted in a different decision.

What if you do have the right expertise in-house? Do you still need Professional Services? While you could handle all of these tasks by yourself, there is a trade-off. While your internal staff is doing the integration, developing templates and applications, and learning new markets, what things are not being completed or are being slowed down in the meantime? What if it takes weeks or months longer than anticipated? What are the ripple effects across your organization? Your job scheduling? Your client relationships?

A Professional Services team lets you stay focused and on task. For example, when it comes to Web-to print, it can take six to nine months before the solution is fully operational. Using Ricoh's Professional Services, it will generally be done in 30-60 days. A Professional Services team can also help you think through how to get the most out of the system, including setting

CASE STUDY NO. 1: FIXING A PREPRESS MESS

A commercial print shop was in a real prepress mess. It was regularly receiving faulty PDF files, and nearly every file required prepress intervention. This resulted in increased production time, higher costs, and the potential for errors. The print shop also wanted to decrease its liability for critical documents.

Ricoh Professional Services put together a solution that reduced operator "touches" by automating, simplifying, and correcting common print tasks; automating the preflight of incoming jobs to weed out and correct potential errors; and automating repetitive manual tasks such as imposition and job approval. It also provided the necessary compliance support.

THE RESULTS?

- Reduced error/reprint occurrences.
- Improved efficiencies and productivity.
- Higher profitability.
- Lower error rates.
- Less time troubleshooting on press.
- As a bonus, the printer's sales team reported improved customer trust and relationships.

up the templates and APIs for mailing list purchases, variable data, and shipping and mailing.

PROFESSIONAL SERVICES BEYOND THE LAUNCH

The need to support your investment doesn't end once the solution is set up. Once the technology is installed, the color is managed, and the templates are developed, then what? How are you going to make money with your new investment?

For example, let's take a look at those who serve the print needs of healthcare or financial customers: this could be a commercial printer producing work for healthcare or medical clients, or an In-plant printshop inside of a healthcare or medical company. While your team knows production and workflow, the complexity of variable data might far exceed what you are used to producing. You might not be prepared for the nuances of a specific market, like the role of group purchasing organizations (GPOs) and integrated health networks (IDNs).

THAT'S WHY A PROFESSIONAL SERVICES TEAM INCLUDES A FULL RANGE OF SERVICES:

Business operations consulting for on-site print centers, commercial printers, and transactional printers: includes print and mail operations review and optimization, rate development, and budgeted hourly and impression rates.

Business development consulting: includes marketing plan, strategic plan development and sales team education and training.

CASE STUDY NO. 2: KEEPING AN IN-PLANT VIABLE

A large enterprise wanted to ensure that it was getting the most efficient and cost-effective creation of print. It operated an in-house print center, but was evaluating the possibility of outsourcing more print jobs to reduce its overall costs. This put the long-term viability of the in-plant at risk.

Before making a decision, the organization employed Ricoh Professional Services. The team analyzed the organization's needs and suggested improving the efficiency and cost-effectiveness of its in-plant operation. The team implemented a workflow that vastly improved the in-plant's efficiency. It reduced the number of steps for job setup, eliminated the bulk of manual labor associated with "end of month" accounting and presorting, and installed software that provided detailed reporting on departmental print usage and cost allocation.

THE RESULTS?

- 18% increase in in-plant business the first year.
- 32% reduction in cost per click cost when using the in-plant.
- Reduced labor burden for the in-plant's reporting requirements.
- As a bonus, the in-plant vastly improved its reputation throughout the enterprise, especially in purchasing and operations, and remains viable for the foreseeable future.

Advanced color management: includes G7 Master Printer qualification and re-qualification, development of color management SOPs and on-site/remote GAP analysis.

Solution implementation and delivery: includes project management, solution configuration, and customization, integration, and installation; end user training and production; and “go live” and workflow support.

Individual market development services: includes industrial printing, architectural finishing, signs and graphics, and packaging.

If this sounds different from the type of training that typically comes with the set-up of a new piece of technology, you’re right. Professional services go beyond the install, helping to maximize productivity, develop new business opportunities, and ensure you have the ability to pivot to changing customer expectations.

VENDOR AGNOSTIC

But what if you don’t have Ricoh equipment? How can these services help you? Ricoh Professional Services are device and vendor agnostic. In other words, you don’t need to have Ricoh equipment to use them. Professional Services can be provided by any vendor regardless of who supplies the press.

For example, maybe you purchased a new toner or inkjet device, and you are having difficulty achieving a precise color match across multiple processes and devices. You might have been able to meet SWOP standards, but a new client requires you to qualify to G7. Perhaps you purchased a

CASE STUDY NO. 3: BUILDING REVENUE THROUGH ATHLETICS

With five-star athletes having the potential to generate approximately \$450,000 incremental revenue each year, one institution of higher learning wanted to improve its ability to recruit for its sports programs. To reach potential candidates, the institution was using traditional direct mail campaigns, but the program had too many returned mail pieces, no personalization, and no ability to track responses.

Ricoh’s Professional Services team developed a plan. It set up a platform for campaign automation and measurement to run automated campaigns and follow-up cycles.

THE RESULTS?

- Reduced mailing costs by validating student addresses, thereby minimizing or eliminating returned mail pieces.
- Implemented templating within the software to save on design expenses.
- Campaign dashboard provides branded reports with live updates for better campaign insights and results.
- Ability to send mass emails, automatically manage mass SMS, and blast individual triggered messages, as well as integrate social media.
- Ability to manage and track visitors and events on all websites and view campaign results in real time.
- As a bonus, improved recruitment has led to an increased number of fans at games and events.

wide-format press to get into the signage market but are unsure of what finishing and mounting solutions make sense for your customers. You might also need support to help price your services better.

Regardless of the need, many Professional Services teams, like Ricoh's, will take a vendor-neutral approach. They will understand your customer expectations, analyze your existing workflow, and propose a plan. They will evaluate the tools and workflow you have, determine whether additional tools are needed (if any), and help you put it all together.

Think of them as the highway to ROI, enabling you to make money — and more money — faster than you could on your own. The right partner is critical, so compare the options and make an informed decision. Give the investment in Professional Services the attention and value it deserves.

Learn more about Ricoh's expansive list of professional services, developed with the evolving needs of the graphic communications industry in mind.

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