



# Avid Technology

Ricoh produces 30,000 training manuals a year for the multimedia specialists

## Ricoh's service helps multimedia company train new film makers

### Certified training programme

A world-leading technology company, Avid's multimedia solutions are used in film, television, radio and recording. Media Composer, the company's award-winning software suite, was used to edit all of the top ten grossing films in 2015, including *Star Wars: The Force Awakens*.

Avid's certified training programme helps to develop the skills of professional users. There are more than 800 Avid Learning Partners (ALPs) worldwide, delivering classroom training courses, live virtual classes, webinars, e-learning, video-based and blended training courses.

### Outsourced print service

Ricoh is Avid's print partner. Providing an outsourced service, Ricoh produces the training manuals that are used by Avid Learning Partners to deliver professional training. The high-quality look and feel of the training manuals mirrors Avid's brand image.

Ricoh's service encompasses more than just print production. Training is a profit centre and Avid has a worldwide network of learning partners. Ricoh supports Avid by managing the order process and delivering immaculately presented course material to its learning partners.



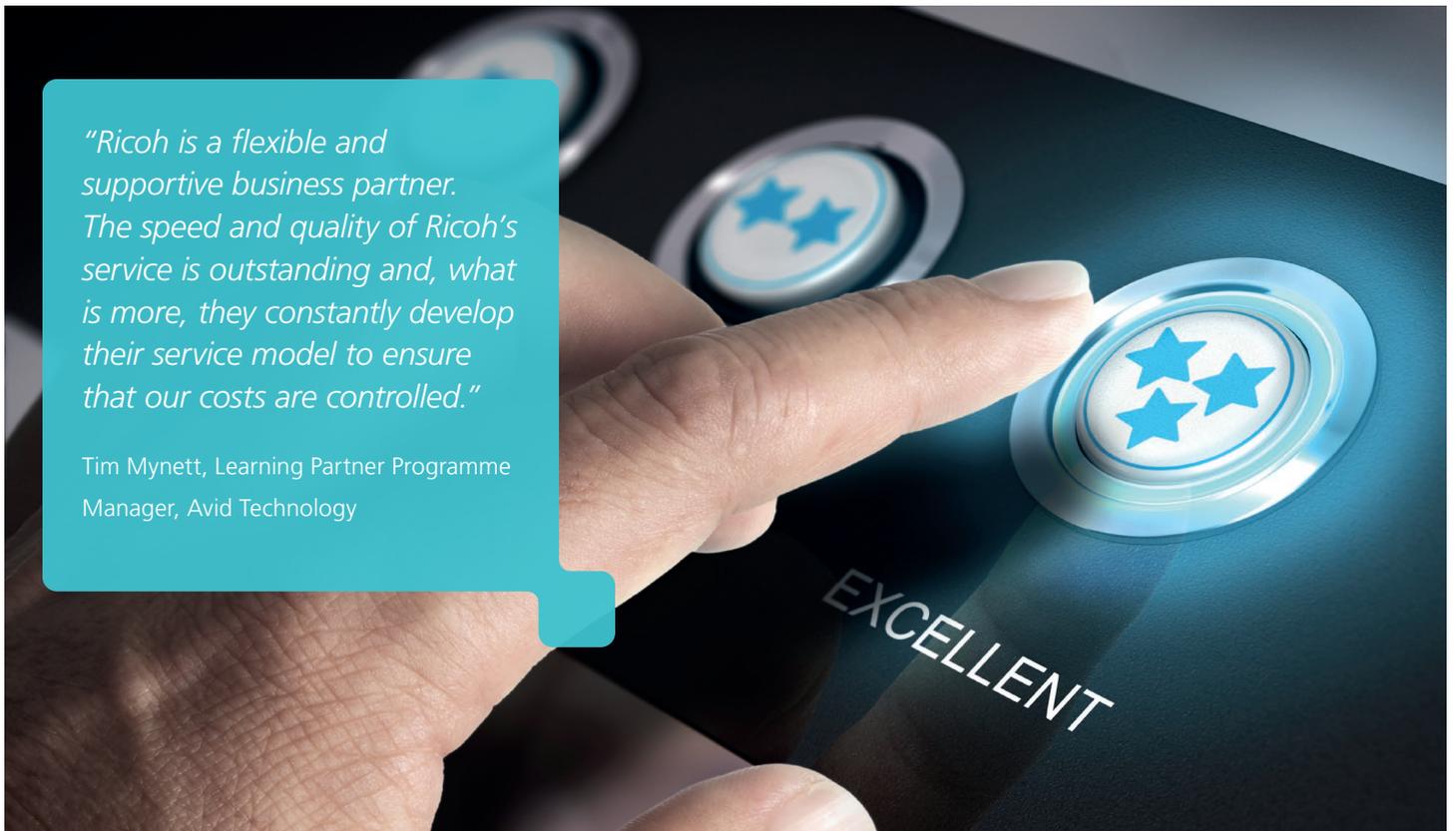
# 800 ALPs

50 line items,  
30,000 manuals

*"Avid certification helps professionals attain and demonstrate the skills they need to increase their value, competency, and efficiency in the highly competitive media industry."*

Tim Mynett, Learning Partner  
Programme Manager, Avid Technology

**RICOH**  
imagine. change.



*"Ricoh is a flexible and supportive business partner. The speed and quality of Ricoh's service is outstanding and, what is more, they constantly develop their service model to ensure that our costs are controlled."*

Tim Mynett, Learning Partner Programme Manager, Avid Technology

### End-to-end fulfilment

Ricoh produces around 30,000 training manuals a year for Avid, printing from a learning inventory that currently includes more than 50 bespoke line items. The manuals are individually finished. To enhance quality, the covers are laminated and the manuals are spiral bound so that they open flat.

Ricoh provides an end-to-end service for Avid, delivering the finished manuals to various national and international destinations, including ALPs in India and South Africa. To avoid import tariffs, Ricoh fulfils some orders locally; producing collateral of identical quality at a lower delivered cost.

### Flexible business model

Ricoh has proved to be a flexible and supportive business partner. As well as establishing local production sites to avoid import tariffs, Ricoh helped Avid to reduce inventory costs by moving some lines to a print-on-demand service. Short-order manuals are produced on demand and shipped directly to customers.

Looking to the future, Ricoh is already working with Avid on the development of a multichannel fulfilment service. The aim is to offer customers a choice of hard and soft copy learning materials, with Ricoh delivering protected digital content as a lower cost alternative to hard copy manuals.