



WHITE PAPER

**How Ricoh Delivers
Digital Solutions to
Help Small Business
Recover and Grow**

Introduction

Accelerated digital transformation is forcing small businesses to cope with a sea change in how they operate, how employees collaborate, and how they interact with customers.

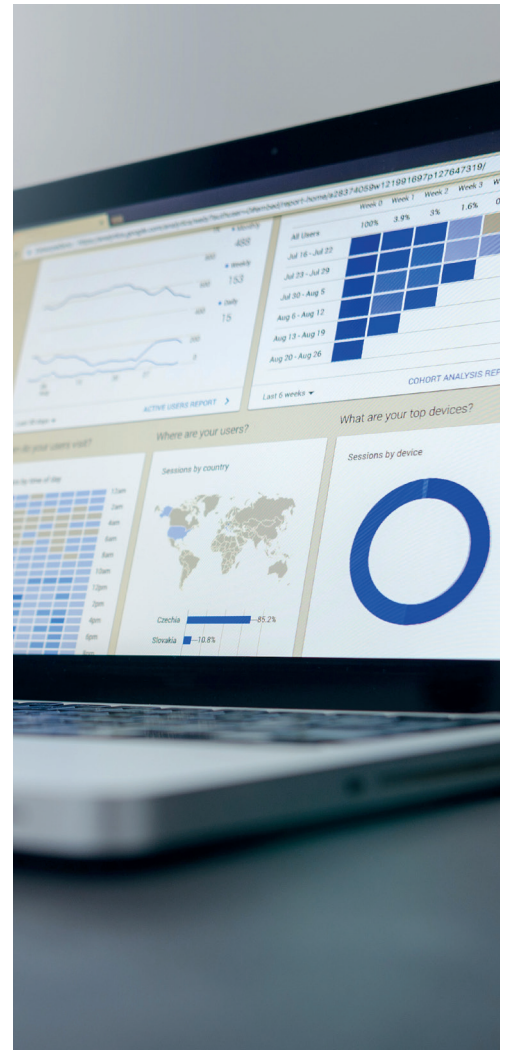
En route, they must cope with fierce market conditions, including aggressive pricing by larger rivals determinedly pursuing digital solutions, who have access to deeper IP, financial reserves, and human capital. They must simultaneously cope with the impacts of the shift to hybrid work environments, steadily more demanding experiences from customers who readily adapted to widespread ecommerce and facilitation, and talent and skills scarcities.

In their pockets, small businesses have their renowned agility that is the envy of many bigger companies, which they must maximise to gain an edge.

But to overcome the challenges takes a determined courage taking the leap from traditional operational methods. To help small businesses take that bold step requires a measure of certainty and proven solutions that minimise costs and optimise returns.

Rather than radical change that tries to emulate the process of large business, key, strategic solutions ease transitional disruptions and maximise immediate returns for small businesses, while establishing a solid base for continued progress.

With 24-7 regional support, based on practical solutions from a global brand known for 85 years of technological and business innovation, and flexible pricing plans that prioritise cash flow and sustainable growth, we guide small businesses through each step.



27-7 REGIONAL SUPPORT | PRACTICAL SOLUTIONS FROM A GLOBAL BRAND | 85 YEARS OF TECHNOLOGICAL AND BUSINESS INNOVATION
FLEXIBLE PRICING | PLANS FOR SUSTAINABLE GROWTH
WE GUIDE SMALL BUSINESSES THROUGH EACH STEP

Maximise Returns

People are the heart of every small business success. They support customer experiences and provide a personal touch that differentiates small companies from large. To shift gears and grow revenues, enhance profits, build resilient business, and attract skills and talent, needs specific digital transformations suited to the unique requirements of each business. Primary considerations give employees insights into operational data, enable collaboration with their colleagues to improve customer experiences, and enhance uninterrupted productivity in safe, smart workplaces.

Our research reveals that 61% of people are optimistic about the opportunities that technology can offer.

24%

say they don't have the tools needed to deliver the best results for customers or to collaborate remotely with their team

25%

find it hard to follow company protocols and procedures because their technology doesn't enable it

27%

consider switching jobs to somewhere better equipped for remote working

48%

were forced to use their own technology in order to work remotely during the pandemic

Whether you're looking for ways to increase productivity, manage costs or tighten information security, our technology solutions can help so that you can focus on growing your business.

Customer Experience

Top shelf customer experiences make businesses profitable in our digitally enabled, ecommerce driven world. Our solutions are engineered to help people boost virtual selling, secure data, streamline processes, and eliminate waste. So you can accelerate business opportunities, increase engagement, and improve customer service. That way you are able to attract new customers, provide better service than competitors for higher retention rates, and expand marketing activities via connected teams to **enhance virtual selling opportunities.**

Remote Working

Straightforward solutions to connect and engage teams enable people to work remotely. But it can be daunting for small businesses to transform, especially during times of change. Easy-to-use solutions can be rolled out quickly to minimise disruption to everyday business activity. Ricoh's experienced people guide and support organisations to help teams seamlessly connect for remote working. Collaborations, secure migration, and transforming critical business processes are primary considerations.



Process Automation

Streamline business processes maintains operations and continues to provide high-level customer services by automating key processes. Our process automation solutions can enable your business to securely store, index and retrieve information through the cloud, wherever you are based. It's important to bear resource efficiencies and operational errors, customer experiences, and business continuity and security in mind.

Smart and Safe Workplace

Small businesses should understand the key factors to create a safe place to work, available solutions, and what best suits their requirements to adapt to the new ways of working. Minimising business impact is crucial so responding at speed is key to keep business processes running. Key considerations are employee wellbeing, business operations, and process workflows. Ricoh has the solutions and experience to assist all types of organisations with the many challenges presented by today's new business world. With decades of experience as hardware, software and support providers and innovators, we have the expertise to assist with a wide range of technology and business process needs.

Reach out to a Ricoh specialist who can help you, on (011) 723-5000. Or find out more about how we work with small businesses [here](#).

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imagine. change.

