

# Ricoh & De Lage Landen a global partnership

*History...Partner...Leader...Tradition...International...these are common words shared by two industry greats. When **Ricoh and De Lage Landen united** many years ago, a union was formed that has not only stood the test of time but has grown into a true partnership.*



John Sones

Hugo DeCauwer

In the 1980's when partnerships with Ricoh were formed in the Americas and Europe, no one could have foreseen the strength and fortitude of these unions. Today, DLL provides flexible asset-based financing products to Ricoh's manufacturers and distributors in both Europe and the Americas. The strength of DLL's support comes from the combined knowledge, experience and wisdom of the people who form DLL's Global Office Equipment (GOE) business unit. Headed by Bill Stephenson, President GOE, this business unit comes together in a single global organization sharing knowledge and experience, including financial, sales, marketing and industry-specific expertise. The results are dynamic programs fluent in many languages, able to serve various requirements using diverse talents, and built on a unique, multi-cultural foundation.



**RICOH®**

## Ricoh's rich history

Ricoh, a powerhouse in the office automation equipment industry, is considered to be the world's second largest manufacturer of office products and related supplies and services. They are rapidly building a solid presence worldwide as a provider of comprehensive document solutions that help streamline businesses and cut operating costs. Ricoh is harnessing the whole range of its optical, imaging and digital technologies to create a 21st-century office environment in which all imaging processes merge and function smoothly.

Founded in 1936 and headquartered in Tokyo, Japan, Ricoh Company Ltd. at present has 395 consolidated subsidiaries and employs approximately 73,200 people worldwide. To match the growing demand for office equipment products, Ricoh has greatly extended its global sales and service network products throughout the world.

In the Americas, Ricoh Corporation (including Savin, Gestetner, and Lanier brands), with headquarters in West Caldwell, New Jersey, is a diversified office automation equipment and electronics provider with sales in excess of \$ 2.8 billion annually. In Europe, Ricoh expanded its activities by establishing Ricoh Europe B.V. in 1971. The first European production base, Ricoh UK Products Ltd., was established in Telford, UK, in 1983. Other production facilities have since been established and together they cater to the entire European market. In 1995, Ricoh

acquired NRG Group PLC, which is marketing the brands Nashuatec, Gestetner and Rex-Rotary. In 5 production sites and more than 30 subsidiaries, sales companies and branch offices, Ricoh in Europe has a turnover of over € 2.9 billion, equaling 20.4% of Ricoh worldwide.

**“It is a win-win situation with commercial synergies for both companies”**

## Ricoh: a primary business segment

Ricoh's leadership position in the primary DLL business segment of office equipment, the size and profitability of the partnership and the fact that we have an extensive relationship with Ricoh internationally makes Ricoh one of DLL's most strategic and important global accounts. Mark McGovern, Vice President, International Program Management, states, “The relationship we have with Ricoh is monumental. It is the most mature of any within DLL and the largest we have within GOE. The Ricoh program offers the most amount of products within the largest country presence. This program is quite

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## The relationship we have with Ricoh is monumental

valuable to DLL and it is why it makes sense to expand our global focus and widen the bandwidth of products and services we offer to our customers."

DLL has substantial long-term co-operations with the various entities of Ricoh. While the Ricoh subsidiaries work independently of each other, DLL's co-operations with Ricoh exist with 4 primary subsidiaries of Ricoh Co. Ltd.: Ricoh Corporation (North America), NRG Group Plc (Europe), Ricoh Europe B.V. (Europe) and Lanier Europe. DLL works with Ricoh on a retail basis in the US and Canada and primarily on a wholesale basis in Europe. We now support Ricoh's various channels in the United States, Canada, Belgium, Spain, France,

Germany, the Netherlands, Italy, United Kingdom, Sweden and Denmark. DLL and Ricoh will partner in fiscal year 2005 for approximately € 345 million in revenue and a portfolio ending December 2005 of approximately € 765 million.

Hugo DeCauwer, International Program Manager for Europe, describes how many elements work in combination to make the Ricoh program successful in various countries. "First, DLL's European network provides the customer a single point of contact and a standard business approach. Secondly, DLL's entrepreneurial and long-term partnership philosophy supports our customer's business. Finally, our on line credit scoring system in combination with our efficient processes provides our customers the ability to close and finance new transactions quickly."

### DLL - the preferred partner

In Europe, until recently, each country has been operating independently while choosing their own leasing source. NRG Group has been a programme partner in the Netherlands since 1983 and throughout much of Europe since 1992. Although local

management chooses their leasing partners, DLL is one of the preferred partners in this mostly direct branch operation. John Sones, Treasury Operations Manager, NRG Group PLC knows first-hand why the relationship is so successful. "Flexibility and responsiveness by both parties in implementing consistency of terms and conditions across the Pan-European network makes this partnership work. And, the fact that we implement country-specific requirements of operating companies."

The retail co-operation between Ricoh Corporation and DLL began in 1989 with an agreement to provide financing for Ricoh's direct facsimile group. The relationship strengthened in 1993 with formal programme agreements covering both major accounts (RMAP) and Ricoh's dealer business. Currently, DLL provides financing for dealer, branch and major accounts programs structured in various Ricoh private label trade styles.

### Ricoh Corporate, Ltd.

[www.ricoh.com](http://www.ricoh.com)

The Ricoh Group is engaged in such global-scale activities as the development, production, marketing, after-sales service, and recycling of office equipment, including copiers and printers, information equipment, optical devices, and other electronic equipment, in five regions around the world.

Headquarters:	Tokyo, Japan
Date established:	February 6, 1936
Number of employees:	73,200 worldwide
Net sales:	\$ 16 billion
Responsible for finance programme:	US Jan Saperstein, Treasurer Europe Ian Winham, NRG Group Finance Director Tom Franken, Director Fin. & Admin. Ricoh Europe BV

Jack Shea, Global Account Manager, believes that the relationship with Ricoh is something special. "Our partnership goes beyond a customer vendor relationship. Ricoh trusts us with their name on a day-to-day basis. Our ability to offer unique, complex and creative solutions continues to allow Ricoh to separate themselves from their competitors in their market."

### A global approach

Ricoh is working towards the digital synchronization of their solutions and the integration of document management solutions as part of a total package. This includes a consolidated and standardized financial offering. It is DLL's long-term goal to work with Ricoh to create a united strategy for Ricoh worldwide and allow us to have a global approach in terms of risk and account management, e-commerce, training and sale support.

Both Ricoh and DLL have undertaken projects to look at their processes and have begun work on a new world-class systems platform and support. Ricoh will be launching an Oracle-based solution in the US in early 2005, while DLL's conversion to Oracle should occur in 2006.

## "DLL will continue to add additional value to the Ricoh distribution network"

DLL will continue to add additional value to the Ricoh distribution network as GOE launches a retail model in Europe by offering financial solutions to the independent distributor of Ricoh products. DLL's expertise will assist Ricoh's authorized dealers by providing the necessary tools to increase their market presence. Along with these financial solutions, DLL will also provide training, currently a deliverable in the US. DLL participates in Ricoh University, a training and support center for Ricoh sales and service personnel.

### A bright future

The future for Ricoh and DLL has never been brighter. With a focus on improved systems, a growth in global accounts and a strong healthy portfolio, the next few years should bring further cooperation between two industry leaders.

John Sones agrees. "The partnership is viewed as fundamental to our future strategy. As the demand increases from global customers for global funding with a single source, NRG is focused on two/three major funders to assist in the development of our Pan-European operations. This will not only be in terms of funding, but in time may also be a potential avenue for sourcing functions currently administered within our own organisation or for alternative leasing strategies."

Veronica Broomell