

RICOH

Using the Economic Meltdown to Your Advantage

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Printing

List 10 things you want

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

List 10 things you want

- 1. Alive & Healthy
- 2. Wife
- 3. Healthy Kids
- 4. Brother, Father & Other Family
- 5. Good Friends
- 6. Good Job
- 7. Nice House
- 8. Nice Car
- 9. See My Kids Grow Up
- 10. Retire & Relax Some Day

Recession Effects

Perspective #1 – The Negative

Spending Cuts

Job Cuts

Salary/Benefit Cuts

Investment Losses

Business Closings

Decision

Postponements

Replanning/Refocus

2008-2009 Directive

- Do More with Less

2010-2011 Directive

- Perform Miracles with Nothing

The screenshot shows the CNN Money.com website interface. At the top, there is a navigation bar with links for Home, Business News, Markets, Personal Finance, Retirement, Technology, Luxury, and Small Business. Below the navigation bar, there is a section for a special report titled "SPECIAL REPORT Issue #1: America's Money Crisis". The main headline reads "Economists see deeper pain, followed by gain". Below the headline, there is a sub-headline: "Group forecasts deeper recession, with turnaround in late '09, solid recovery in 2010." The website logo "CNN Money.com" is visible at the top left, and there are search and quote buttons at the top right.

Recession Effects

Perspective #2 – The Potential

#1 Focus is on Cutting Costs & Saving Money

In-plant production typically saves money

- Make sure you do
- Document these savings
- Show how you could save more

Savings Example

www.digitalprintingcompany.com

11x17 Duplex, Color, Folded Brochure

- Quantity: 500
- Turnaround: 8 days (4 for production, 4 for shipping)
- Cost: \$565.40 (production: \$544.11, shipping: \$21.29)
Total Piece Price: \$1.13

4x6 Duplex, Color Postcards

- Quantity: 500
- Turnaround: 8 days (4 for production, 4 for shipping)
- Cost: \$156.00 (production: \$145.48, shipping: \$10.52)
Total Piece Price: \$0.31

Savings Example Toll Brothers

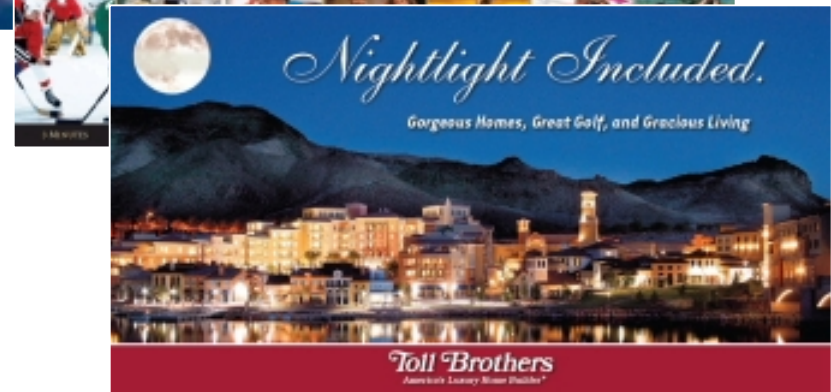
Nation's leading builder of luxury homes

Flyers, Post Cards, and Other Full-Color Glossy Marketing Materials

Most previously outsourced

In-house Color Production Results

- 50-75% savings



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Example Value Calculator

send me an email if you want a copy
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Recession Effects

Perspective #2 – The Potential

Everything is Considered

“We’ve always done it this way” barrier is gone

- Meet with clients who currently outsource
 - Alumni giving/relations
 - Recruiting/Marketing
 - Human Resources
 - Training
- Be prepared to talk about what you can/could offer

Recession Effects

Perspective #2 – The Potential

Commercial/Quick Printers are Struggling

- Thousands going out of business this year alone

Opportunity to capture more business

- Cost of switching vendors is high
- Sell stability, security and price of in-plant production
- Discuss shared priorities and corporate citizenship – higher internal volumes mean lower prices for everyone

Recession Effects

Perspective #2 – The Potential

Investments

- Focus on low risk investments
 - high payback
 - fast payback
- Ensure that investments can handle new work
- Capitalize on vendor pain

Summary

View the situation from different perspectives

Document and promote how much you save today

Document and promote how much you could save

- If used with existing capabilities
- If used with key new capabilities

Leverage the willingness to consider all ideas

- Leverage the elimination of the “traditional way” barrier
- Identify and market to clients

Use the “pain” of your competitors

Invest – but invest wisely

- Low risk with fast, high payback