

Empowering Digital Workplaces

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THE RICOH WAY

The Spirit Of Three Loves:

“*Love your neighbour,
love your country,
love your work*”

RICOH
imagine. change.



- Ricoh Founding Principles -
By Kiyoshi Ichimura, Founder

- Empowering Digital Workplaces
- How to Transform?
- A Different Animal
- Ricoh TRANSFORM to serve

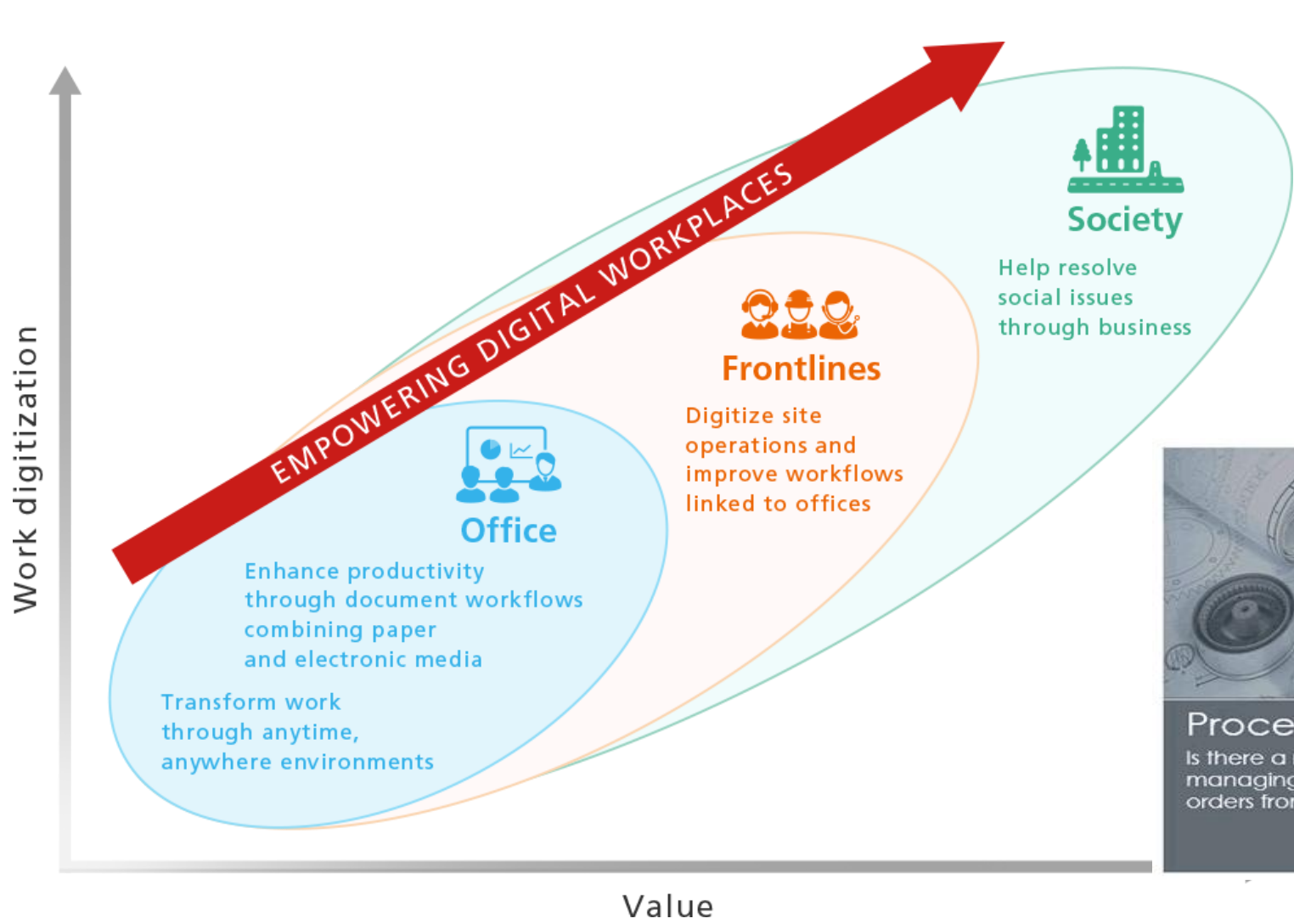


imagine. change.

- We help companies & individuals transform the way they work & harness their collective imagination.
- We aim to provide solutions to businesses with innovative & sustainable services.
- It is the essence of the Ricoh brand experience.







People
Who are the key actors in the Monetization process and are they positioned to be effective?

Process
Is there a rigorous process for managing new customers and orders from existing customers?

Technology
What tools are provided to ensure fast and accurate customer and revenue processes?

IMPACT OF SUCCESSFUL DIGITIZATION

What leading companies do differently from the rest

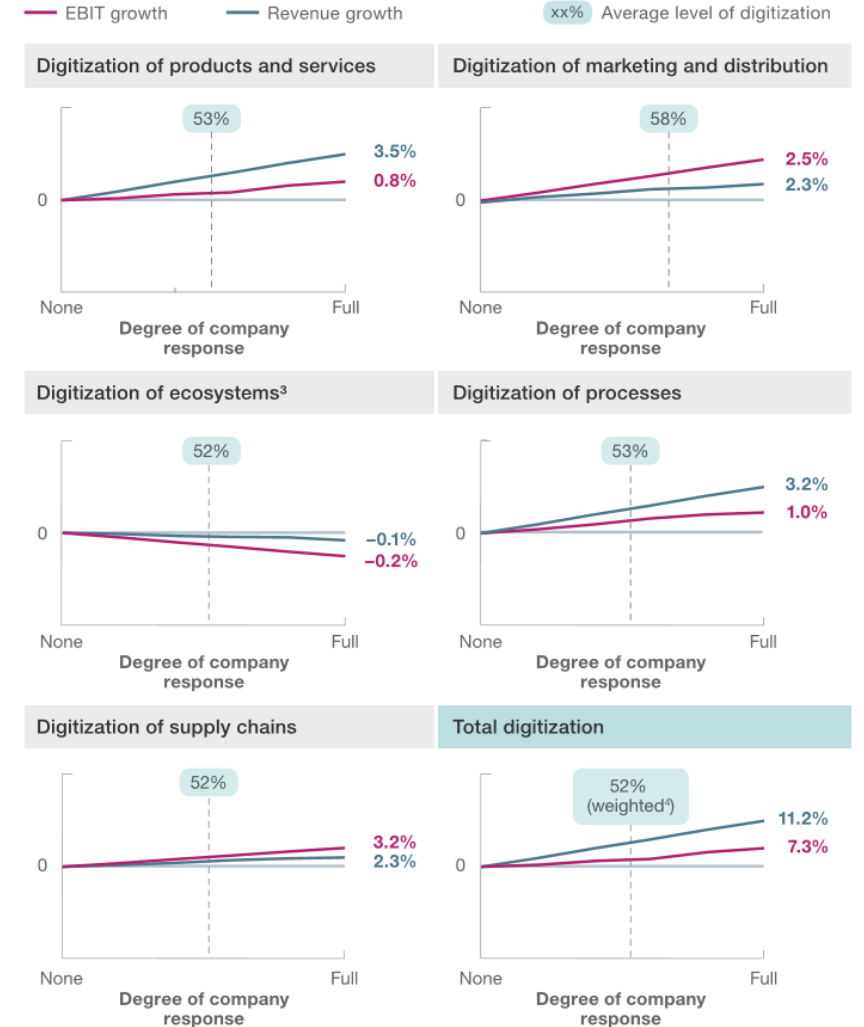
% of respondents¹
(n = 2,135)

■ Winners ■ Others



When companies respond to digitization assertively and across multiple dimensions, they improve their performance.

Effect of company response to digitization on EBIT¹ and revenue relative to current growth trajectory (represented as 0),² % difference
Note: y axes scale to different values



Source: McKinsey & Company
"The Case for Digital Reinvention"
Feb 2017, McKinsey Quarterly

A DIFFERENT ANIMAL

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Rev (2014): RM19bn



Rev (2013): RM17bn



Rev (2014): RM17bn



Rev (2015): >RM1bn

- Established in 1950s/1960s/1980s.
- Billion **RINGGIT (RM)** group/businesses/conglomerate.
- Been around for a minimum of 25years.



- Established in end 1990s. <20years in existence.
- May not have tangible/physical product.
- Billion **DOLLAR (USD\$)** platform business from USD\$10bn-USD\$15bn.



Was sold for RM1.7bn



Received USD\$350M Funding



Received USD\$4M Funding

COMMON WORKFORCE



RICOH

Division Head
(Gen X)

Senior Mgmt

MARKETING
(Gen Y)

Department Heads
CHANNEL
(Gen X)

Middle Mgmt

NOC
(Gen Y)

Prod Mgmt

CRM
(Gen Y)

Marcom

Sales

Presales
(Gen Y)

Presales

Lower Mgmt

Sales

Presales
(Gen Y)



GENTING



PUBLIC BANK





START-UPS/UNICORN WORKFORCE



CEO/Founder
(Gen Y)

Top Mgmt

Division/Department Heads

CMO

COO
(Gen Y)

Middle Mgmt

CFO

Prod Mgmt **CRM** **Marcom**
(Gen Y/Z)

Sales
(Gen Y/Z)

Presales

Finance

Credit

Lower Mgmt

(Gen Y/Z)

JobStreet.com



kaodim

Tencent 腾讯



Baidu 百度



RICOH TRANSFORMING

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