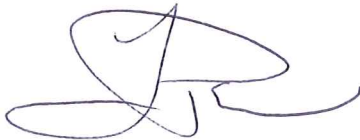


# RICOH

University of Wisconsin – Green Bay approached Ricoh to partner on a project to better understand the current infrastructure of office printing, copying and faxing devices on campus. The procurement of these types of devices is typically done as needed or as departmental budgets allow. Over time this approach will create uneven technology, vast numbers of different model types and overall device redundancy as was the case at University of Wisconsin - Green Bay. In spring for 2011 the university worked with Ricoh to map out the current office printing, copying, and faxing devices on campus. Once the current state was understood Ricoh and University of Wisconsin - Green Bay worked together to design a new improved infrastructure that utilized regionally placed multifunction devices in place of several single function devices. The goal of the program was to improve campus sustainability by reducing the number of devices and standardizing on Energy Star qualified equipment. This program is projected to reduce overall document costs while increasing end user functionality as well as reduce the time IT staff needs to perform maintenance, administrative, and support activities, for example, help-desk calls related to hardcopy devices. The new program is scheduled to be rolled out over the next couple of years with initial conversions to start in fall of 2011. The university's approach was innovative because they challenged the status quo and developed a new standard for providing document management devices to campus departments.



Lloyd Phelps

Major Account Executive

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