

Managed Print as a Service (MPaaS)

A flexible foundation for digital transformation



How Managed Print and the as-a-Service (aaS) model come together to create a powerful starting point for meaningful digital transformation.



Why Going Digital and Accelerating Your Path Matters More than Ever

In late 2019, a survey of senior business leaders found that 92% believed their business models would need to change to adjust to digitization.¹ In other words, 2020 was already shaping up to be a landmark year for digital transformation in the business world. But the global health crisis has all but ensured that 2020 will now be viewed as a critical inflection point in the business world. This new landscape presents very sudden, very profound changes to how businesses in all sectors operate — from how (and where) day-to-day work and collaboration happens, to how businesses connect with and serve their customers.

More than ever, customers expect providers to connect with them across a multitude of digital channels — and new competitors are flooding every market through those same

digital channels. Most organizations have been on a track to “go digital,” but they now face the urgent need to accelerate their pace or risk losing to more nimble competitors. Yet most organizations can no longer keep pace with the rapid rate of technological change. Business applications, connectivity solutions and even hardware are all changing so fast that by the time an organization has a new solution/configuration deployed, it’s already obsolete. Layered on top of this, there is a widespread need to conserve capital. The global health crisis choked revenue streams for most enterprises, which now find themselves trying to recover lost revenue and find new sources of revenue. Simply cutting spending is not a desirable alternative, because pulling back prevents growth. So, enterprises need to find ways to conserve capital while still maintaining the engines of growth.

1. <https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/why-digital-strategies-fail>

Defining the Goals — and Constraints — of Digital Transformation

Today, more than 70% of companies — businesses of all sizes and across all segments — have a digital transformation strategy in place or are actively developing one². Yet estimates suggest that less than 30% of organizations have successfully implemented an effective digital solution³ — and more than half of all digital transformation efforts stalled out in 2018⁴. To address this discord — between the clear prioritization of digital transformation and the limited success of resulting efforts — organizations need to begin by acknowledging how the current business climate has reshaped both the goals and the constraints around digital transformation:

Goal #1: Accelerating meaningful digital transformation

Competitiveness for most businesses depends on their ability to make a rapid and successful digital transformation. This requires the right technology choices, strong digital security measures, expert deployment of technology and proficiency across all new digital channels. All of this digital proficiency needs to empower workers and connect customers in bold new ways. Yet most companies simply do not have the IT/technical skills or bandwidth to accomplish meaningful digital transformation through an “internal build.”

Goal #2: Conserving capital without slowing engines of revenue

There’s an old business adage that states, “you can’t cut your way to growth.” But many organizations find themselves with an indisputable need to conserve capital. This requires a new approach to the way companies build infrastructures and conduct business. The old ways won’t work; so what are the smart new alternatives that allow businesses to conserve cash while still pushing forward?

Goal #3: Empowering workforces in new ways

Most enterprises were already struggling with changes demanded by gen Z (and millennial) workforces. They expect instant access to tools and information — and they expect to be able to work when and where they want. The need to deliver on this kind of work environment was accelerated by the events of 2020. Workers of all generations have been exposed to hybrid work models and the efficiencies of new digital tools. But building the kind of infrastructure required to support this new world of work is simply too overwhelming for most organizations — not only from a capital investment perspective, but also from a time and bandwidth perspective.

Goal #4: New ways to enhance enterprise agility and business continuity

Customer expectations are changing faster than enterprises can update their processes and infrastructure. Customers expect “always on” availability, exceptional experiences and highly personalized service. For businesses to align with these increasing expectations, they will need new ways to manage information and empower employees. Here again, it’s clear that the old ways won’t work. Businesses must look for solutions that enable them to make the necessary transition — without disrupting existing operations.

2. <https://www.zdnet.com/article/survey-despite-steady-growth-in-digital-transformation-initiatives-companies-face-budget-and-buy-in/>

3. <https://www.mckinsey.com/business-functions/organization/our-insights/unlocking-success-in-digital-transformations#:~:text=Transformations%20are%20hard%2C%20and%20digital,less%20than%2030%20percent%20succeed.>

4. <https://go.forrester.com/research/predictions/>

Managed Print Services Emerging as a Simple, Powerful Foundation for Digital Transformation

Companies want to identify where to focus their digital transformation efforts to maximize ROI. But before they start digitizing workflows, they have to look at the documents and information that drive those workflows: how those documents are created, edited, stored, printed, scanned, tracked, etc. In fact, 2 in 5 companies are still struggling with primarily paper-based, manual workflows.⁵ This is where more companies are bringing in trusted managed print services (MPS) providers to leverage their specialized expertise in understanding and optimizing the lifecycle of documents and the processes they drive.

Today, 60% of organizations agree that MPS is an important driver of their digital transformation strategy.⁶ Established MPS providers use leading-edge multifunction printers and scanners to rapidly digitize paper-based, manual workflows. But their expertise helps businesses figure out what can be digitized — and what needs to remain paper-based, while ensuring that those physical documents fit within optimized digital workflows. Best-in-class MPS providers go further to help companies build a foundation of smarter document, content and information management — helping to address the troubling reality that 1/10th of the average knowledge worker's time is spent just searching for documents and content.⁷ This smarter approach to information management helps create a simple, powerful foundation for all other digital transformation efforts — measurably reducing operating costs, while helping knowledge workers spend far less time searching for information and printing documents.

42% of
companies rely on
primarily
**PAPER-BASED,
MANUAL WORKFLOWS**⁸

The average
knowledge worker
**WASTES 4 HOURS
A WEEK**
searching for documents
and content.⁹

60%
of organizations agree that
**MANAGED PRINT
SERVICES ARE AN
IMPORTANT DRIVER**
of their digital
transformation strategy.¹⁰

5. IDC Document Processes Survey 2019, May 2019

6. Quocirca Managed Print Services Landscape, 2019, December 2019

7. IDC Document Processes Survey 2019, May 2019

8. IDC Document Processes Survey 2019, May 2019

9. IDC Document Processes Survey 2019, May 2019

10. Quocirca Managed Print Services Landscape, December 2019

Merging MPS with the “aaS” Model

Looking at the unique and growing challenges that simultaneously demand and impede digital transformation, savvy organizations are honing in on managed services and the as-a-Service (aaS) model as essential ways to meet rising requirements with limited resources. Now, leading managed print service providers are integrating the two models to create a new paradigm: Managed Print as a Service (MPaaS). This new approach gives businesses access to a powerful combination of leading-edge content management technologies and expertise — with the flexibility, scalability and cost-effectiveness of the aaaS delivery model. Moreover, it allows businesses to take a first, meaningful step toward digital transformation, without making a big capital investment, without adding the burden of training staff on new processes, and without interrupting the flow of their business.

A Range of Options for Physical and Digital Requirements

The MPaaS model gives businesses flexible, cost-effective access to a full range of both physical and digital print service options. On the physical print side, MPaaS offers subscription-based access to MPS experts that provide supplies management, device deployment and physical device management. Digital offerings include subscription-based access to remote print and device management, destination scan/route services and digital device management. In the most sophisticated deployments, best-in-class MPaaS providers leverage their complete visibility over the entire print ecosystem to deliver value-added consultative offerings, including infrastructure assessments, digital transformation consulting, environmental insights, mobility strategies and analytics services.



MPaaS Subscription Model: Configurable & Scalable for Each Organization's Digital Journey

The MPaaS model gives nearly any organization access to the full range of MPS services in a rapid-deploying subscription-based model that can be configured to fit unique needs and plans. No matter where a business is on its digital journey — and no matter how fast or deliberate the digital transformation plan — the MPaaS model allows organizations to pick and choose the MPS services that deliver quick-win value. The inherent scalability of the MPaaS model means an organization can start with a more modest deployment of MPS services — then rapidly scale up and expand utilization as necessary. And the subscription model means that businesses only pay for the services they use — and can leverage OpEx budgets to support capital conservation strategies.

Example of a Tiered MPaaS Approach

1

Provider deploys basic print management software and basic document output services for a selected number of users — lightening the load on IT teams.

2

In addition to software deployment and output management, onsite or remote MPS experts manage the configuration, maintenance and support of an organization's devices.

3

Expands to include management of cloud print infrastructure (print servers, etc.) and the entire device ecosystem, including firmware upgrades, security settings, analytics and reporting, maintenance and technical support — adding significant strategic value to the MPaaS deployment.

4

The most mature MPaaS deployment adds remote or onsite MPS professionals overseeing the entire physical environment, including management of supplies and parts — fully relieving internal IT and operations teams of any work involving the print ecosystem.

Leveraging MPaaS to Kickstart — and Accelerate — Digital Transformation

Synergizing the foundational value of high-value MPS with the flexibility and scalability of the aaS delivery model, savvy organizations are leveraging MPaaS solutions to address the fundamental challenges of beginning, accelerating and achieving meaningful digital transformation:

Speeding Up Without Slowing Down: Replacing legacy infrastructure and slow processes — on the fly

Organizations know they need to accelerate their business through digitization. MPaaS offers a proven starting point, allowing a business to lean on expert partners to come in and quickly transform paper-based, manual workflows. Yet companies are increasingly wary of slowing down to implement strategies to speed up. They know they can't afford to shut down their business — or interrupt their ability to produce or serve their customers. So they're leveraging the MPaaS platform that empowers them to choose their starting point and scale their digitization efforts at their own pace. This allows companies to begin digitizing core workflows and accelerating business — without impacting their ability to produce or serve customers.

Engines of Change: Adapting to employee and customer expectations

The rapid pace of technological change drives an equally rapid evolution of expectations — for both the customers and the employees of businesses. Companies know there's tremendous competitive advantage in adapting to these evolving expectations. But with capital and resources limited, they're reluctant to invest too heavily in meeting expectations today, knowing they may change tomorrow. MPaaS gives businesses an agile solution to address this challenge, allowing them to leverage MPS expertise (with little to no upfront capital investment) to build digital workflows that align with today's demands — and rapidly shift those efforts as expectations change. Moreover, the efficiencies achieved through MPaaS workflow digitization amplify this agility. Digitizing core workflows frees up time and resources, and digitization allows businesses to do everything more quickly — from exploring new lines of business and servicing new accounts, to onboarding employees and opening new offices.



Converting Information to Insights: Generating the most valuable currency in the new world of work

Most businesses recognize that customer expectations and market demands are shifting more rapidly than ever. In addition to gaining the agility to adapt, businesses also need to find ways to better understand and anticipate those shifts. Just about every organization is implementing some form of data analytics strategy to solve this challenge — and 9 in 10 of business professionals say that data analytics is key to their organization's digital transformation initiatives.¹¹ Yet according to some of the best estimates, just 1 in 10 organizations has implemented an analytics solution at scale.¹² One major reason organizations' analytics efforts are falling short: they aren't capturing the vast amount of information that's crisscrossing their organization in physical documents and in unstructured data formats.

Leading MPS providers are helping businesses convert any document with any data from any source into a consistent form of structured data. MPaaS takes this a step further, giving businesses continuous access to the very latest in print infrastructure and document management technology — without requiring constant capital for upgrades. This means businesses can leverage leading-edge capabilities such as machine learning-enabled intelligent capture processing as the starting point for replacing manual and paper-based processes with digital, automated processes — as well as the foundation for leveraging analytics tools to extract relevant, actionable insights. Leading MPaaS platforms can even seamlessly integrate with cloud-based analytics tools that deliver high-powered analytics capabilities with the same benefits of an aaS delivery model.

Data-driven
organizations are
23x more likely
to acquire customers
6x more likely
to retain customers
19x more likely
to be profitable.¹³

Modern Agility: Ready to grow fast — or reduce costs — on demand

The defining characteristics of the modern business climate — evolving market demand, increasing competition, economic uncertainties — make agility the essential ingredient for success. Businesses need to be prepared to rapidly scale up to capture growth opportunities. But they also need to be able to quickly pull back and reduce costs, while maintaining core operations. The MPaaS model aligns directly with these needs, empowering businesses to create an agile foundation for their digital transformation efforts. When an opportunity emerges, a company can rapidly pull in on-demand MPS and digitization expertise to build and accelerate digital workflows to deliver on that demand and capture that opportunity. The company can just as quickly scale back, putting digitization efforts on hold and protecting the bottom line during lean times — and can seamlessly resume those efforts as budget allows.

11. Research and Markets – “Global Big Data Analytics Market Size, Market Share, Application Analysis, Regional Outlook, Growth Trends, Key Players, Competitive Strategies and Forecasts, 2019 To 2027”

12. Harvard Business Review Analytic Services – “An Inflection Point for the Data Driven Enterprise”

13. <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights>

The Always-On Enterprise: Creating the infrastructure and processes that power business continuity

Rising consumer expectations have been pushing businesses to embrace an “always-on” mentality for the better part of a decade now. But today’s rapidly evolving market conditions, major shifts in workplace culture, acute social unrest and geopolitical issues, and the global healthcare crisis of 2020 all bring business continuity into the spotlight like never before. Businesses are looking for ways to support business continuity not just to deliver on customer expectations, but to protect against events that displace staff, customers and/or work processes. The events of 2020 forced many organizations to rapidly digitize elements of their business. Now companies are taking a hard look at how remaining non-digitized business processes present high-risk “fail points.”

MPaaS offers a powerful tool to enhance business continuity in two complementary ways. First, MPaaS gives businesses flexible access to the expertise and technologies needed to rapidly digitize the many foundational paper-based, manual workflows that drive most organizations. This core digitization helps ensure that employees can securely and effectively execute these workflows from anywhere — and that the business can continue operating and serving customers in the event of an acute crisis. Second, theaaS delivery model delivers its own inherent resilience. Cloud-based MPaaS solutions leverage multiple redundancies and failover capabilities, as well as advanced security, to ensure a business can maintain critical operations, give employees frictionless access, and continue serving its customers in the face of virtually any disruption.

Conclusion: Making the First Step Easier on the Journey to Digital Transformation

Looking ahead, there has never been more urgency behind the need for digital transformation. Waiting to “go digital” is essentially surrender. Customers expect it. Partners require it. And competitors are using it to close the gap. Yet many of the same factors that intensify the need for digital transformation also present challenges to that transformation. For many organizations, these challenges create an inertia problem: How (and where) do you begin a meaningful digital transformation that:

- 1 Does not disrupt your business?**
- 2 Does not require a major capital investment?**
- 3 Does not overburden your knowledge workers or IT staff?**

Savvy companies are increasingly looking at the documents and content that drive their core business workflows as a valuable starting point. Many were already leveraging the expertise and technology of MPS providers to rapidly transform paper-based, manual workflows into optimized, digital processes. But smart companies have also recognized that the as-a-Service model provides benefits that directly align with their capital- and internal-resource-strapped realities, allowing them to leverage subscription models to configure custom solutions, leverage OpEx budgets instead of CapEx, and ensure they only pay for the services they need today.



Now, the integration of managed print services and the as-a-Service model is providing organizations with a transformative new option: A way to begin leveraging proven expertise and powerful technologies to accelerate digitization — with the on-demand flexibility, scalability, complete configurability and cost-effectiveness of a subscription-based, aaS model. This new MPaaS model is proving to provide a highly effective starting point for most enterprises — especially those concerned with conserving capital, going digital and creating deeper connections with their customers — by offering a simple, powerful first step on the journey to meaningful digital transformation.

Ricoh MPaaS: Expertise & Technology for a Successful Digital Transformation

Since introducing the world to Managed Print Services (MPS) more than two decades ago, Ricoh has helped organizations in every sector realize deep, sustained savings. Ricoh continues to redefine the potential of MPS for our customers, helping them build smarter, more efficient processes for managing the flow of physical and digital content that drives modern business. The Ricoh MPS portfolio now includes a best-in-class Managed Print as a Service (MPaaS) offering that provides subscription-based access to the full range of Ricoh managed print services — amplified by cloud-based capabilities that equip businesses with speed, agility and data-powered insights to drive their digital transformation and capture competitive advantage.

To learn more about Ricoh MPaaS, visit: www.ricoh-usa.com/ManagedPrintAsAService

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