

Work Together,
Anywhere



Operations managers seek more support for 'business critical' industrial printing fleet

79% 79% of Operations Managers in Europe deem printers business critical - this figure rises to **91%** in UK and **87%** in France

In spite of this, **48%** of Operations Managers do not greatly monitor availability and reliability of their print estate

58% Printing has never been more central to successful business operations with **58%** judging it more important to their organisation than 5 years ago

This increased importance especially applies to Thermal Printing, regarded as more important than 5 years ago by **70%** of respondents, rising to **74%** in Germany and France

75% This dependence on reliable and consistently available printers is reflected in investment plans. Across the 3 markets surveyed, **75%** of decision makers are looking to upgrade Printers in the next 12 months, with this figure increasing to **80%** in Germany and **78%** in France

Who we spoke to:



225

225 respondents (75 in each of UK, France and Germany)



IT decision makers or company owners



In manufacturing, retail and distribution



Responsible for decisions regarding purchase and usage of printers



On average, an Operations Manager in manufacturing is responsible for twice as many printers as in retail (16 v 8)



The Solution

Our research shows that although central to critical business processes, Operations Managers typically find the printer fleet hard to track and maintain, with insufficient SLAs, monitoring and reporting.

Ricoh and Zebra are collaborating on a global and local basis to provide integrated Managed Services that enhance service consistency, improve global governance and the end-user experience.

This Service proposition provides maintenance and repair services for Zebra industrial and desktop printers - 'unburdening' Operations Managers so they can focus on delivering their core business.