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## Short Rental

Supplying a versatile product line-up to meet short-term demands for intense document production

Ricoh's Short Rental Service allows customers access to a range of products without requiring them to own devices or sign up to lengthy rental contracts





## Supplying sustainable products to meet short-term demand

Due to the rapid pace of change characteristic of the current business world, customers are no longer always looking for long-term commitment, but products and services that can help them adapt and keep up. This means that there is less and less emphasis on asset ownership and more on the flexibility of pay-as-you-go models.

Meanwhile, increasing numbers of start-ups, pop-ups and events, as well as trends for more flexible working, satellite offices and consultancy, have created a growing need for interim business and leisure spaces. And all this is taking place amid a growing awareness of sustainability issues and a push by governments and businesses to reuse resources.

Ricoh's Short Rental service taps into this growing customer demand for short-term contracts by providing reliable products to organisations for short periods, ranging from just a couple of days, up to as long as a year.

By not locking themselves into lengthy contracts, Short Rental enables companies to respond efficiently and cost-effectively to sudden increased workloads, business or leisure events, and the kitting out of temporary work places.



**60% of businesses globally believe that flexible working practices, whether related to office hours or location, are more cost efficient than fixed office working\***

\*Flexible Working Goes Global report, Regus



## Providing a flexible alternative to long-term leasing

Ricoh's Short Rental service meets a growing demand for access to scanning, printing and copying devices without the need to purchase these devices or sign up to a lengthy, lease-based rental contract. Customers are able to hire high-quality, reliable machines, connected to their network and ready to use, for just a few days, weeks or months. Ricoh's hassle-free service, which includes prompt delivery and installation, as well as any maintenance required, means one less thing to worry about for busy customers faced with a sudden increased demand for document production.

Ricoh's Short Rental service is a tailor-made solution with a transparent pricing structure that ensures customers pay for only what they use. Dedicated service engineers are on standby for the duration of customer contracts and can be on hand 24/7 if need be.

Ricoh's Short Rental service can help in a variety of situations:

- Events, such as festivals, exhibitions, concerts, conferences and sports tournaments
- Periods of peak demand, such as student enrolment, year-end reporting or corporate audit
- Short-term projects that require extra printing, such as exam papers, court litigation, or business mergers
- Interim work spaces, such as temporary offices, construction and engineering projects, or film production
- Unplanned need for equipment resulting from crises, such as a flood, fire, robbery or vandalism

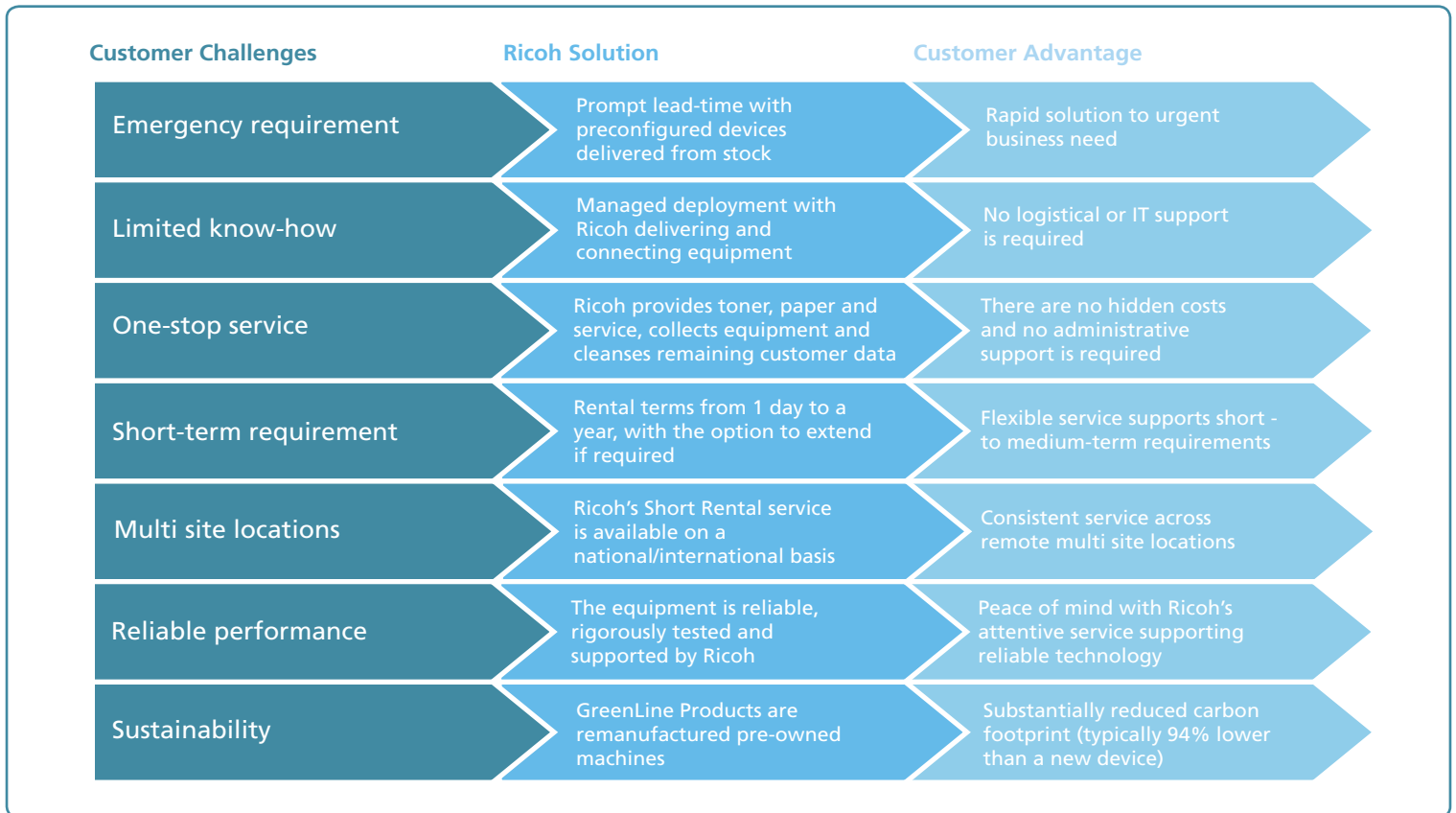


Figure 1: Benefits of Ricoh's Short Rental Solution

## About Ricoh

As a global company specialising in office imaging equipment, production print solutions, document management systems, network devices and IT services, Ricoh offers true end-to-end solutions that can deliver efficiency gains and cost efficiency.

### Success Story: Music Festival

Ricoh's Short Rental service has been supplying devices to a festival in the Netherlands since 2007. The three-day festival, which admits 50,000 visitors on average each day, offers music, entertainment, theatre, literature and more, and is made up of a selection of stages and tents. There are also various mobile cabins spread across the festival grounds, for use by those organising and working at the event.

Short Rental devices for copying are hired by the festival for a period of two weeks, to help with daily logbooks and employee records, as well as plans for lighting, sound and logistics for performances. There is also an improvised police station, which requires a copying device, so that festival security can make copies of ID cards or passports, if anyone gets into trouble.

"The road leading to the festival grounds is very narrow and cars can only travel in one direction at a time", explains Mieke Peters-Salfischberger, sales at Ricoh Short Rental, the Netherlands. "The logistics therefore have to be planned very carefully. Our service is convenient and flexible for the organisers. We deliver Ricoh Short Rental devices two weeks prior to the event, as they start to create the festival infrastructure. For them, our reliable service means one less thing to worry about."

### Success Story: International Summit

Ricoh's Short Rental service provided devices for a summit organised for high-ranking international delegates in The Hague, the Netherlands, in 2014. Delegates from 50 countries attended and stayed locally.

Extra printing capacity was therefore required at different government embassies and hotels where the delegates were meeting and working during their time in the country. Devices were delivered to these locations by Ricoh for a week-long period.

Due to the high-profile nature of the delegates at the summit, there were also several temporary security stations and check points set up. Ricoh supplied devices to the summit's security detail for a six-week period, so that these were also available in the weeks leading up to the summit when preparations were taking place.

"This was a really big event for the Netherlands and it was crucial that high-ranking attendees were well-served," explains Mieke Peters-Salfischberger, sales at Ricoh Short Rental, the Netherlands. "Delegates needed to scan, print and copy at their various locations, so we delivered 20 networked machines to hotels and government embassies in the wider area and eight to those looking after security."

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