

Fact sheet

High volume market

Introduction

If you are a new salesperson in the office automation industry you may have heard about the 'high volume' market and wondered what it is.

'High volume' suggests that a lot of paper is involved, but there are many other important characteristics in the profile of a high volume customer.

To start with, the term 'high volume' is a general description only. It is more accurate to consider production environments and customers.

A production environment includes customers with an average monthly output volume of more than half a million pages. They also have specific finishing, paper media or job configuration needs as well.

Apart from the output volume, production customers are printing business specialists and the tools of their business—predominantly printing devices—mean everything to their success.

This dependence on printing devices means that production customers are in a class of their own when it comes to choosing a device and rating its performance. A new salesperson would not be expected to match this customer's level of knowledge or offer recommendations about suitable devices. It requires special training and production industry experience to develop the skills to sell in the production environment.

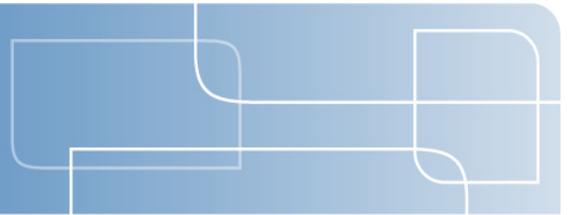
In the meantime, we would like to help you to at least identify the characteristics of production customers, so that if you find yourself in a situation where these customers ask you questions, you can immediately transfer the enquiry to your Sales Manager or to a high volume specialist in your organisation.

Top 10 characteristics of production customers

1. Customers produce very high average monthly volumes of printed material.
2. Customers manage and operate highly specialised production and graphics printing businesses.
3. Customer businesses can be grouped as follows:
 - Inplant, including Central Reprographic Departments (CRDs), Print Centres and On-site Facilities Management, within the following large organisations:
 - Corporations, such as banks and legal firms
 - Government departments
 - Large educational institutions, such as universities and private schools
 - Print-for-pay outlets—commercial printing companies and copy shops, from sole proprietors, to small partnerships, to chains and franchises
 - Mailing houses, service bureaus and host data printing centres—for example, companies printing promotional mailing material, or companies printing bank statements in secure printing facilities.



Ricoh has identified scope for growth in the production market



4. Overall, the devices used by production customers differ from general office devices in terms of these features:
 - High print speed
 - Very high average monthly volume capacity
 - High reliability—capable of long hours of continuous operation
 - Large paper trays
 - Extensive finishing capabilities
 - Ability to handle a wide variety of paper types
 - Precise automated job control
 - Specialist print controllers and software for the following activities:
 - Document make-ready, which streamlines job set-up and late stage document editing
 - Device and queue management, including load balancing and job ticketing
 - Cost accounting
 - Archiving.
5. Print jobs are often big, complicated and may involve several different finishing techniques. Obviously, print job capability is linked to device capability.
6. Production customers choose their devices to suit their typical jobs. Clever configuration of a well-chosen device is critical to the success of the customer's business. For example, a customer may require two medium capacity devices, instead of one large capacity device, to produce many medium-sized jobs. Alternatively, a customer may require one or two large capacity devices for large, regular jobs and also operate a small backup device for specialised tasks.
7. Customers are knowledgeable, highly skilled and highly critical of their devices. They also demand device reliability. If problems arise, customers expect swift resolution and minimum device downtime. This could mean that machines must be serviced or repaired at any time, day or night, so after-hours servicing arrangements may be requested.
8. There is a long lead-time for salespeople, between approaching a potential customer and selling a new device. The time taken reflects the importance of the customer's investment and the critical business risk factors involved.
9. Fuji Xerox dominates the digital copy and print production market, followed by Océ and Canon. In particular, Fuji Xerox has an extensive range of production devices, long experience with their customers and dedicated production sales staff.
10. Ricoh has identified scope for growth in sales in the production market. It plans to increase its market share of sales of production devices. While the profit margin of device sales in this market is lower than others, the revenue generated by large print volumes with ongoing servicing arrangements is lucrative.



Note: For information on supported Ricoh devices, contact your local sales company and explore the *Sales Knowledge Centre*.

Website: www.knowledge-ra.com
Feedback: knowledge@ricoh.com.au
Version 1.0 September 2013