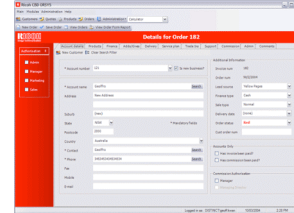


### Ricoh CBD Use Distinct .Net Solution to Improve Complex Quoting and Ordering Management and Customer Responsiveness

#### Industry/Market

Digital Office Solutions



#### Business Challenge

The Australian digital office supplies market is largely serviced by handful of highly competitive International players. Having held the No.1 position for copiers and faxes in Japan Ricoh has positioned itself as one of the world's leading manufacturers of office automation equipment. Ricoh have also been a pioneer in digital image output and No.1 in the USA, Europe and Japan. Realising that customer responsiveness is key to maintaining solid customer relationships, Ricoh CBD commissioned Distinct to streamline their pre-sales and sales workflows.

#### Distinct Solution

Distinct developed a fully integrated .NET and SQL Server solution to free up Ricoh's workflows.

#### Benefits

- Provided a quoting and ordering solution capable of scaling with their business & sales goals
- Reduced operating costs through improved efficiency in key labour intensive areas.
- Efficiency improvements have also allowed Ricoh to focus resources on core tasks and business growth.
- A comprehensive business intelligence system reports key performance indicators to management.

#### Client Comment

"Just as we know what our customers want from us, we certainly know what we want from our suppliers. When we decided to use the services of a consultant we knew we needed someone who could readily understand our product and our business. That way they could get on with their side of the job and allow us to focus on the project at large. Distinct delivered just that – a tightly developed front-end that more than met our expectations." Issy Belleli, General Manager Ricoh CBD.

