

Product Information Guide

IM 2500 (A), IM 3000 (A),
IM 3500 (A), IM 4000A,
IM 5000A, IM 6000



RICOH
imagine. change.

Introduction.....	3
About this guide.....	4
Product overview.....	5
Product snapshot.....	6
New and enhanced features.....	7
Key selling points	14
Market snapshot.....	16
Market summary	17
Launch objectives	18
Sales strategies	19
FAQ.....	20
Frequently asked questions (FAQ).....	21
Option compatibility	23
Option compatibility.....	24

Introduction



About this guide

This product information guide provides you with an overall presentation of the Ricoh A3 black and white multifunction printers (MFPs) IM 2500 (A), IM 3000 (A), IM 3500 (A), IM 4000A, IM 5000A and IM 6000. It's a reference tool for sales managers and salespeople who sell these devices.

This handbook includes a description of the new and enhanced features of these devices, key selling points, and a snapshot of market trends.

Disclaimer: The information in this product information guide is valid on the date of publication, April 2021.



Product overview



RICOH
imagine. change.

Product snapshot

The IM 2500 (A), IM 3000 (A), IM 3500 (A), IM 4000A, IM 5000A and IM 6000 are A3 black and white MFPs that provide copy speeds between 25 copies per minute (cpm) and 60 cpm depending on the model. The A models and IM 6000 come with an Single-Pass Document Feeder (SPDF) as standard while the rest have an Automatic Reversing Document Feeder (ARDF).

The MFPs provide copy, print, and scan as standard, with fax available as an option. These intelligent devices deliver continuous new value to customers with RICOH Always Current Technology, RICOH Intelligent Support, and RICOH Smart Integration.

They also come with the latest generation GWNX controller that provides advanced functionality and a number of improvements over the previous devices, such as faster duplex scan speed, Print Speed Priority Mode, improved High Compression PDF performance, and enhanced security.

Additionally, the devices feature the latest (G2.5) 10.1" Smart Operation Panel that is more intuitive, user-friendly, and responsive to touch gestures.

The MFPs also support a range of optional accessories for specific workflows, including a small paper tray and double feed detection unit for the SPDF.

Lastly, they can be configured with improved paper output options, including internal finishers and multi-fold unit that allow customers to produce professional-looking documents without taking up additional floor space.

Up to 60 cpm

RICOH Always Current
Technology

RICOH Intelligent Support

G2.5 Smart Operation Panel

Faster 240 ipm duplex scan
speed



New and enhanced features

These devices come with a range of new and enhanced features to meet the needs of customers and the modern digital workplace.

RICOH Always Current Technology

With work styles and technology evolving so rapidly, customers are expecting devices that are agile and ready to meet their ever-changing business needs.

Now, with RICOH Always Current Technology, we can stay current via periodic downloadable updates, ensuring that our customers' devices are always equipped with the latest features.

And, in the essence of responsive design, we will continue to add functionality that is specific to varying industries and business workflows.

But most importantly, with security being one of the major concerns for businesses these days, customers can have peace of mind that their devices are always protected with the latest security features.

For years after the initial MFP purchase, accounts can be kept up-to-date with the latest RICOH Always Current Technology features and functions. Customers can choose to have the updates installed automatically, or should they prefer, manually from the RICOH Application Site.

At the time of launch, the MFP is shipped with the latest features of RICOH Always Current Technology.

Note: Some features are dependent on the engine's capability. Contact your local sales company for more information.



RICOH Intelligent Support

When customers need help operating these new devices, our latest RICOH Intelligent Support capabilities will give them the support quickly when they need it.

RICOH Intelligent Support tools such as RemoteConnect Support allows our support specialists to remotely access devices to apply corrective measures and minimise downtime.



They can also remotely operate the Smart Operation Panel and guide customers in real-time on how to use the device.

IT managers can use the intuitive Remote Panel Operation tool to access their fleet of devices from a web browser and provide user support easily and resolve issues quickly over the company network.

Web-help and How-to Videos are also accessible from the Smart Operation Panel, helping customers to complete simple tasks like toner replacement quickly and easily.

These MFPs will also periodically check for and download the latest firmware from the server and then automatically update themselves with the latest version of the Automatic Remote Firmware Update (ARFU) tool.

Lastly, the Advanced Remote Mobile System (ARMS) gives field technicians all the technical information they need about a device before they arrive at the customer's location. The information, based on data from @Remote, is delivered to a mobile-friendly website and promotes faster issue resolution and first-time fix.

Note: Contact your local sales company for a full list of RICOH Intelligent Support offerings available in your market.

RICOH Smart Integration

RICOH Smart Integration helps customers maximise their MFP investment by providing document workflow automation right from their device. Customers undergoing digital transformation will be able to digitise and route documents seamlessly, allowing them to work faster, smarter, and more cost effectively.

Whether the document destination is a folder, an email recipient, a fax number, in the cloud, or local (Ricoh North America only), RICOH Smart Integration helps get the document to the right location, in the right file format, with the right file naming.

RICOH Smart Integration provides a new subscription business model which gives customers quick access to the latest features with no need for high upfront costs. They can get started quickly and easily.

RICOH Smart Integration packages are primarily for Small to Medium Business (SMB) customers, but some packages extend beyond that, as well as vertical specific options.

The capabilities available through subscription are growing rapidly, and new workflow integrations are completed by Ricoh's committed team of developers on an on-going basis.



Latest Smart Operation Panel

These devices come with the latest G2.5 Smart Operation Panel that provides a host of new features and enhancements for better usability and user comfort.

It has a flat screen design that makes the edge of the display area flush with the rest of the screen. This makes it easier for users to press the soft keys that are located at the edge of screen.

Additionally, the Near Field Communication (NFC) tag is now embedded in the panel, ensuring an even surface across the entire operation panel for improved touch operation.

The flick sensitivity has also been optimised, dramatically increasing how fast the panel responds to a user's touch compared with the previous version.



Additionally, the Home screen has been revamped with icons that can be enlarged, while the Copy, Scan, and Fax UI have a new top screen button layout for better visibility of frequently-used functions.

The User Interface (UI) for all applications, except Document Server, are Android native to provide consistent operability across multiple Ricoh devices—once you've learned to use one device, you can use them all.

The G2.5 Smart Operation Panel is also faster than the previous generation when it comes to screen transition and application startup. Depending on the application, the Smart Operation Panel takes just up to 0.4 seconds to transition to another screen compared with 1.1 seconds in the previous generation.

Additionally, the Copy application startup time is a mere 0.5 seconds compared with 7.6 seconds in the previous generation Smart Operation Panel.

Improved efficiency

A range of improvements have been made to make these devices more efficient and reliable in achieving maximum productivity and uptime.

The SPDF comes with a faster maximum duplex scan speed of 240 ipm compared with 180 ipm in the previous devices while the new Print Speed Priority mode allows faster printing at a lower resolution when required.

These devices also support the Small Paper Feeding Unit Type M37, which is ideal for customers who want to scan small size documents such as bank cheques and application slips.

Additionally, the MFPs support the optional Page Keeper Type M37 double feed detection unit that prevents more than one page from being scanned at a time on the SPDF. It is useful for customers who frequently scan large volumes of multiple-page documents.

The Erase Mask app allows users to erase or mask sensitive information from scanned documents directly on the Smart Operation Panel. This is useful for workflows related to ID card copying such as in hotels, real estate, and vehicle rentals.

These devices also support the chargeable Job Build and Class Setting apps, which help teachers and other staff in the education industry to easily create jobs that require a different number of copies for each class or department.

Job Build can be used to easily create combined documents consisting of multiple individual sheets from different sources. Meanwhile, Class Setting can copy different numbers of documents from the same original for different classes or departments.

Note: Contact your local sales company for more information on the Erase Mask, Job Build, and Class Setting apps.



Enhanced controller features

These MFPs are powered by the latest GWNX controller that provides the latest features for users to work smarter and more securely to achieve better results.

Among the new features include improved High Compression PDF performance, which provides higher quality scans at smaller file sizes. Other highlights are batch download of stored fax data and the ability to divide print jobs into 16 pages and pre-check the printed size.

Support for Transport Layer Security (TLS) 1.3 protocol ensures that customers' sensitive data is protected with the latest encryption algorithms. Data security organisations overwhelmingly recommend using TLS 1.2 or later to replace the obsolete TLS 1.0/1.1 protocols, making these devices ideal for government, financial, or Major Account/Global Major Account customers who have high security requirements.



Key selling points

This section outlines the key selling points and benefits of these devices.

Improved efficiency

These devices enable users to work faster and be more efficient thanks to several enhancements.

- ✓ **Faster duplex scan speed** of 240 ipm compared with 180 ipm in previous devices
- ✓ **Print Speed Priority Mode** enables quick printing at a lower resolution when required
- ✓ **New controller features** to meet the workflow and security demands of the modern workplace
- ✓ **Faster screen transition and application startup** time on the (G2.5) Smart Operation Panel
- ✓ **Optional Erase Mask app** enables users to erase or mask sensitive information from scanned documents directly on the Smart Operation Panel
- ✓ Optional hybrid console and staple-free internal finishers **bind pages without staples**
- ✓ **Optional Job Build and Class Setting apps** help those in the education industry to easily create jobs that require a different number of copies for each class or department
- ✓ **Optional Internal Multi-Folding Unit** to produce Z-fold, half-fold, letter fold-in, and letter fold-out documents
- ✓ **Optional Small Paper Feeding Unit Type M37** for the SPDF scans small size documents such as bank cheques and application slips
- ✓ Among the lowest **Typical Electricity Consumption (TEC)** values compared with competitors



Smart and easy to use

A variety of Ricoh innovations are included to ensure that these devices deliver the best performance now and in the future.

- ✓ **RICOH Always Current Technology** ensures devices support the latest features and functionalities
- ✓ **RICOH Intelligent Support** provides always-on device intelligence and fast access to support
- ✓ **RICOH Smart Integration** connects the devices to cloud workflows to help customers work faster, smarter, and more cost effectively
- ✓ **10.1" Smart Operation Panel (G2.5)** provides a host of new features and enhancements for better usability and user comfort
- ✓ **Optional Page Keeper Type M37 (double feed detection)** for the SPDF allows user to reliably scan jobs with large amount of pages
- ✓ **Improved recycled plastic ratio** of 5.5% (SPDF models) to meet customers' corporate sustainability goals



Market snapshot



RICOH
imagine. change.

Market summary

According to International Data Corp (IDC), the worldwide total demand for A3 black and white MFPs was growing until CY19 before it started to decrease in CY20 due to the impact of the Covid-19 pandemic.

Although demand is forecast to bounce back from the dramatic decrease by CY21, the Compound Annual Growth Rate (CAGR) from CY19 to CY24 is -4.2% compared to 0.5% from CY15 to CY18.

In terms of market share in Europe, Ricoh is the leader in the 20–39 ppm segment with a 19.2% share. We are followed by Canon (17.8%), Konica Minolta (17.3%), and Kyocera (14.6%).

In the 40–60 ppm segment, we are in third place with 8.3% share, behind Kyocera (48.2%) and Konica Minolta (10.4%).



Launch objectives

Our main launch objectives for these devices are to achieve the best customer satisfaction, create new source of profit, and beat our competitors.

These are the launch objectives in more detail:

▶ **Increase customer satisfaction with:**

- New 10.1" Smart Operation Panel with improved UI and ease of use
- Faster duplex scanning speed with the SPDF
- Improved quality of High Compression PDFs
- High productivity with the hybrid finisher
- Reduced call ratio and less downtime with RICOH Intelligent Support tools
- Shortened installation time

▶ **Create new source of profit with:**

- Document workflow apps via Ricoh Smart Integration

▶ **Beat our competitors via:**

- Continuous controller feature upgrades via RICOH Always Current Technology
- Workflow applications for various types of customers through Ricoh Smart Integration
- New options such as the small paper feeding tray, double detection kit, and internal multi-folding unit to address specific vertical market workflows
- Having among the lowest TEC values compared with competitors.



Sales strategies

These devices are targeted at general office customers as well as non-office/vertical markets that require some of the specific features of these MFPs.

Depending on the type of customer, these are the sales strategies:

- ▶ **Fulfil the demands of Major Account (MA) and Global Major Account (GMA) customers**
 - Focus on value-added selling with enhanced solutions
 - Promote the common features throughout the Ricoh office device lineup to increase the win ratio in MA deals
 - Increase customers satisfaction with improvements in reliability and usability
- ▶ **Accelerate customer satisfaction among Small to Medium Businesses (SMBs)**
 - Keep providing value with the latest SMB customer workflows to differentiate from competitors and increase customer satisfaction
 - Suppress price declines with continuous workflow improvements
 - Ricoh gets an opportunity to communicate with customers each time a new function is released
 - Boost customer satisfaction with improvements in reliability and usability
- ▶ **Capture additional Machines In Field and Total Document Volume among non-office/vertical customers by providing specific value with:**
 - Job Build and Class Setting apps
 - Erase Mask app
 - Automatic folder and file name creation
 - Small Size Paper Scan option for SPDF
 - Double Feed Detection option for SPDF.



FAQ



Frequently asked questions (FAQ)

The section includes selected FAQ related to the products presented in this document.

Q. What are the main differences from the previous devices?

A: These new devices support a host of the latest Ricoh offerings such as RICOH Always Current Technology, RICOH Intelligent Support, and RICOH Smart Integration, which allow us to meet the ever-changing needs of customers. Together, this suite of features enables customers to keep their device up to date with periodic feature upgrades without having to buy a new device, maximise uptime with proactive device support, and add software solutions and cloud services to optimise their document management workflows.

They are also equipped with the latest Smart Operation Panel (G2.5) which offers a revamped user interface and smoother touch response.

Also available are new paper feeding and finishing options such as small paper feeding unit for the SPDF, internal multi-fold unit, and stapleless internal finisher.

Additionally, there are some minor improvements to the duplex scanning speed via SPDF, controller features, and support for the latest security protocols and network operating systems. Apart from these, most operational aspects remain unchanged.

Q: How is the G2.5 Smart Operation Panel an improvement over the previous version?

A: The Smart Operation Panel on these MFPs comes with a wider tilt angle of 90 degrees, giving users more flexibility to adjust it to make the screen more visible.

The G2.5 Smart Operation Panel is also faster than the previous generation when it comes to screen transition and application startup. Depending on the application, the Smart Operation Panel takes just up to 0.4 seconds to transition to another screen compared with 1.1 seconds in the previous generation.

Additionally, the Copy application startup time is a mere 0.5 seconds compared with 7.6 seconds in the previous generation Smart Operation Panel.

Q: Are there specific features that would make these devices more appealing to customers in the education industry?

A: These devices support the chargeable Job Build and Class Setting apps, which help teachers and other staff in the education industry to easily create jobs that require a different number of copies for each class or department.

Job Build can be used to easily create combined documents consisting of multiple individual sheets from different sources. Meanwhile, Class Setting can copy different numbers of documents from the same original for different classes or departments.

Note: Contact your local sales company for more information on the Job Build and Class Setting apps.

Q. How do the hybrid Finisher SR3260 and Internal Finisher SR3300 bind pages without staples?

A. The console hybrid and staple-free internal finishers use pressure and two small rows of interlaced steel teeth to "bite" or stitch the pages together. The maximum number of stapleless page binding is 5 sheets.

Q: Why is support for the Transport Layer Security (TLS) 1.3 protocol important?

A: TLS 1.3 is the latest version of one of the Internet's most deployed security protocols. It replaces obsolete cryptographic algorithms, enhances security over older versions, and aims to encrypt as much of the handshake process as possible when two devices begin establishing communication.

Support for Transport Layer Security (TLS) 1.3 protocol ensures that our customers' sensitive data is protected with the latest encryption algorithms, making these devices ideal for government, financial, or Major Account/Global Major Account customers who have high security requirements.

Q. Is there a Java VM Card option available?

A: No, a Java VM card option is not offered and Java is not supported. All embedded software apps must be built on Ricoh's SmartSDK and run in full-native Android mode. Please check with your technical support team to ensure that you are proposing the proper product/version of any embedded software.

Option compatibility



Option compatibility

If you purchase	You must install	You cannot install
ADF Handle Type C	ARDF DF3110 or SPDF DF3130	—
Small Paper Feeding Unit Type M37	SPDF DF3130	—
Page Keeper Type M37	SPDF DF3130	—
Paper Feed Unit PB3300	—	Paper Feed Unit PB3270 LCT PB3290 Caster Table 39 Low Cabinet 54
Paper Feed Unit PB3270	—	LCT PB3290 Paper Feed Unit PB3300 LCT RT3040 Booklet Finisher SR3270 Finisher SR3260 Booklet Finisher SR3290 Finisher SR3280 Low Cabinet 54
Caster Table 39	—	LCT PB3290 Paper Feed Unit PB3300 LCT RT3040 Booklet Finisher SR3270 Finisher SR3260 Booklet Finisher SR3290 Finisher SR3280 Low Cabinet 54
LCT PB3290	—	Paper Feed Unit PB3300 Paper Feed Unit PB3270 Caster Table 39 Low Cabinet 54

If you purchase	You must install	You cannot install
LCT RT3040	Paper Feed Unit PB3300 or LCT PB3290	Paper Feed Unit PB3270 Caster Table 39 Low Cabinet 54
Low Cabinet 54	—	Paper Feed Unit PB3300 Paper Feed Unit PB3270 LCT PB3290 LCT PB3290 Caster Table 39
1-Bin Tray BN3130	—	—
Internal Shift Tray SH3080	—	Booklet Finisher SR3290 Finisher SR3280 Booklet Finisher SR3270 Finisher SR3260 Internal Finisher SR3250 Internal Finisher SR3300 Bridge Unit BU3090 Side Tray Type M37 Internal Multi-Fold Unit FD3010
Side Tray Type M37	—	Booklet Finisher SR3290 Finisher SR3280 Booklet Finisher SR3270 Finisher SR3260 Internal Finisher SR3250 Internal Finisher SR3300 Bridge Unit BU3090 Internal Shift Tray SH3080 Internal Multi-Fold Unit FD3010
Internal Finisher SR3250	—	Booklet Finisher SR3290 Finisher SR3280 Booklet Finisher SR3270 Finisher SR3260 Bridge Unit BU3090 Internal Shift Tray SH3080 Internal Multi-Fold Unit FD3010 Internal Finisher SR3300

If you purchase	You must install	You cannot install
Internal Finisher SR3300	—	Internal Finisher SR3250 Internal Shift Tray SH3080 Side Tray Type M37 Bridge Unit BU3090 Booklet Finisher SR3270 Finisher SR3260 Internal Multi-Fold Unit FD3010
Finisher SR3260	Bridge Unit BU3090 + Paper Feed Unit PB3300 or Bridge Unit BU3090 + LCT PB3290 or Internal Multi-Fold Unit FD3010 + Paper Feed Unit PB3300 or Internal Multi-Fold Unit FD3010 + LCT PB3290 or Bridge Unit BU3090 + Low Cabinet 54 or Internal Multi-Fold Unit FD3010 + Low Cabinet 54	Booklet Finisher SR3270 Booklet Finisher SR3290 Finisher SR3280 Internal Finisher SR3250 Internal Finisher SR3300 Internal Shift Tray SH3080 Side Tray Type M37 Paper Feed Unit PB3270 Caster Table 39
Booklet Finisher SR3270	Bridge Unit BU3090 + Paper Feed Unit PB3300 or Bridge Unit BU3090 + LCT PB3290 or Internal Multi-Fold Unit FD3010 + Paper Feed Unit PB3300 or Internal Multi-Fold Unit FD3010 + LCT PB3290 or Bridge Unit BU3090 + Low Cabinet 54 or Internal Multi-Fold Unit FD3010 + Low Cabinet 54	Booklet Finisher SR3290 Finisher SR3280 Finisher SR3260 Internal Finisher SR3250 Internal Finisher SR3300 Internal Shift Tray SH3080 Side Tray Type M37 Paper Feed Unit PB3270 Caster Table 39

If you purchase	You must install	You cannot install
Finisher SR3280	Bridge Unit BU3090 + Paper Feed Unit PB3300 or Bridge Unit BU3090 + LCT PB3290 or Internal Multi-Fold Unit FD3010 + Paper Feed Unit PB3300 or Internal Multi-Fold Unit FD3010 + LCT PB3290 or Bridge Unit BU3090 + Low Cabinet 54 or Internal Multi-Fold Unit FD3010 + Low Cabinet 54	Booklet Finisher SR3290 Booklet Finisher SR3270 Finisher SR3260 Internal Finisher SR3250 Internal Shift Tray SH3080 Side Tray Type M37 Paper Feed Unit PB3270 Caster Table 39
Booklet Finisher SR3290	Bridge Unit BU3090 + Paper Feed Unit PB3300 or Bridge Unit BU3090 + LCT PB3290 or Internal Multi-Fold Unit FD3010 + Paper Feed Unit PB3300 or Internal Multi-Fold Unit FD3010 + LCT PB3290 or Bridge Unit BU3090 + Low Cabinet 54 or Internal Multi-Fold Unit FD3010 + Low Cabinet 54	Finisher SR3280 Booklet Finisher SR3270 Finisher SR3260 Internal Finisher SR3250 Internal Shift Tray SH3080 Side Tray Type M37 Paper Feed Unit PB3270 Caster Table 39
Punch Unit PU3070 NA/EU/SC	Internal Finisher SR3250	Punch Unit PU3080 NA/EU/SC Punch Unit PU3090 NA/EU/SC
Punch Unit PU3080 NA/EU/SC	Booklet Finisher SR3270 or Finisher SR3260	Punch Unit PU3070 NA/EU/SC Punch Unit PU3090 NA/EU/SC

If you purchase	You must install	You cannot install
Punch Unit PU3090 NA/EU/SC	Booklet Finisher SR3290 or Finisher SR3280	Punch Unit PU3070 NA/EU/SC Punch Unit PU3080 NA/EU/SC
Internal Multi-Fold Unit FD3010	—	Bridge Unit BU3090 Internal Shift Tray SH3080 Side Tray Type M37 Internal Finisher SR3250 Internal Finisher SR3300
Bridge Unit BU3090	Finisher SR3260 or Booklet Finisher SR3270 or Booklet Finisher SR3290 or Finisher SR3280	Internal Finisher SR3250 Internal Finisher SR3300 Internal Shift Tray SH3080 Side Tray Type M37 Internal Multi-Fold Unit FD3010
Fax Option Type M45	—	—
G3 Interface Unit Type M45	Fax Option Type M45	—
Fax Connection Unit Type M45	Fax Option Type M45	—
Fax Memory Unit Type M19 64MB	Fax Option Type M45	—
Marker Type 30	Fax Option Type M45	—
PostScript3 Unit Type M45	—	—
IPDS Unit Type M45	—	—
IEEE 1284 Interface Board Type M19	—	IEEE 802.11a/g/n Interface Unit Type M19 File Format Converter Type M19 Device Server Option Type M37
Enhanced Security HDD Option Type M10	—	—
DataOverwriteSecurity Unit Type M19	—	—
Optional Counter Interface Unit Type M12	—	—

If you purchase	You must install	You cannot install
Key Counter Bracket Type M3	—	—
IEEE 802.11a/g/n Interface Unit Type M19	—	File Format Converter Type M19 Device Server Option Type M37 IEEE 1284 Interface Board Type M19
File Format Converter Type M19	—	IEEE 1284 Interface Board Type M19 IEEE 802.11a/g/n Interface Unit Type M19
Smart Card Reader Built-in Unit Type M45	—	NFC Card Reader Type M45 External Keyboard Bracket Type M19
External Keyboard Bracket Type M19	—	NFC Card Reader Type M45 Smart Card Reader Built-in Unit Type M45
OCR Unit Type M13	—	—
Device Server Option Type M37	—	IEEE 802.11a/g/n Interface Unit Type M19 IEEE 1284 Interface Board Type M19 File Format Converter Type M19
NFC Card Reader Type M45	—	Smart Card Reader Built-in Unit Type M45 External Keyboard Bracket Type M19
Unicode Font Package for SAP 1 License	—	—

www.knowledge-ra.com

© 2021 Ricoh Asia Pacific Pte Ltd. All rights reserved.

Confidential — for internal distribution only.

Version 1.0

Issued: 08/03/2021

RICOH
imagine. change.