



MARKET OVERVIEW: No matter which segment of the Financial Services market best defines your company—Banking, Securities Trading, Asset Management, or Underwriting—chances are that regulatory standards have blurred the lines between these services in the eyes of your customers. You need a way to maintain your company's uniqueness, to position your business as one that delivers outstanding value or experience over the competition, but you want to do so at minimal expense. One way is through attention-grabbing color documents and presentations to make your product or service more easily understood. The Ricoh Aficio MP C2050/MP C2550 Series Color MFPs coupled with Ricoh's GlobalScan and/or Enhanced Locked Print's Card Authentication Package, can improve your productivity and meet those tight deadlines.

FINANCIAL SERVICES

HOW THE RICOH AFICIO MP C2050/MP C2550 SERIES CAN HELP:

Print Advantages

- Fast output speeds for black & white and full-color pages allow employees to efficiently print proposals, training materials, portfolio evaluations, and research materials in a single job.
- Color charts and graphs incorporated into client portfolios help simplify complex investment strategies and fund performance to increase understanding.
- Sales representatives and agents can combine archived information, real-time data, scanned documents, and individual customer statements to create customized pitchbooks at one device to increase sales.
- Because the MP C2050/MP C2550 can print full-color, professionally finished sets in-house, copies of presentations for sensitive mergers and acquisitions or shareholder activities can be produced without the risk of sending these jobs to an outside copy shop, preserving confidentiality.

Scan & Send/Fax Advantages

- With Scan-to-Email functionality, Investment Portfolio Evaluations and research materials can be easily scanned and sent by employees to clients quickly and in full-color, without suffering image quality degradation.
- Use the system's inbound fax forwarding capability to automatically send faxes such as signed contracts or buy and sell orders to the proper employee for future printing, distribution, or filing.
- The large fax memory capacity of the MP C2050/MP C2550 will allow your employees to send and receive even the largest contracts or loan applications with little end-user intervention.

Copy Advantages

- With optional internal finishing capabilities, your department can create marketing booklets or proposals for high wealth clients that will stand out from the competition and capture more business.
- Fast, effective, and cost-efficient color copying allows public relations and marketing materials such as community project announcements to be copied in color and distributed throughout the community, enhancing your image while costing less than traditional methods.
- Use the MP C2050/MP C2550's standard 50-sheet ARDF with Batch Scanning Mode to quickly produce training manuals for new clerks and tellers that exceed 50 sheets.
- Ricoh Color MFPs are extremely easy to use and operate, and feature an oversized, full-color LCD operation panel with animated user guidance screens to make job programming easy for every employee.

System Security Advantages

- If your firm charges printing costs back to the appropriate department or client, Ricoh's Classification Code feature can help you track and monitor those costs for accurate reimbursement or budget allocation.
- Your institutions can assign appropriate network administrator privileges to designated individuals to ensure data security and compliance with regulatory legislation.
- Because the MP C2050/MP C2550 can be equipped with the optional Copy Data Security Unit, files printed using the RPCS driver can be embedded with a special message that makes copying these documents difficult.

Software Solution Advantages

- Ricoh's GlobalScan enables financial institutions to easily share information with other departments, clients and businesses in minutes via scanning to e-mail addresses, distribution lists or network folders. GlobalScan administrators can track the scanning details of this information (who scanned it, where it went, paper size and page count are captured and assigned to each user) to produce detailed reports for charge back to individuals and/or departments and to support compliance reporting.
- GlobalScan helps financial companies comply with Sallie Mae and other regulations (security and privacy of information required by the government) by ensuring data security with network authentication, including support for Kerberos, an advanced protocol that certifies the identity of both the sender and the recipient. In addition, users can increase data security with password-protected PDFs via entering a password before scanning, so PDFs that reach unintended recipients are illegible.
- Ricoh's Enhanced Locked Print's Card Authentication Package enables users to send confidential documents to an output device and then identify themselves at the device with a swipe of their ID card to retrieve the output. In addition to managing confidential documents, Card Authentication also results in less wasted print.

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