Business Plan
For
RBS-eSupport
(Powered by Control F1)
# TABLE OF CONTENTS

## PRODUCT OVERVIEW ................................ ................................ ................................ ......... 4
### Helpdesk Benefit Summary ................................ ................................ ................................ 4
### Service Business Benefit Summary ................................ ................................ .................... 4
### RBS-eSupport Framework/Footprint ................................ ................................ .................. 5

## IMPLEMENTATION STRATEGY ................................ ................................ ................................ 6
### Test Pilot Plan.................................................................................................................. 6
### Pilot Test Result ........................................................................................................... 6

## TRAINING............................................................................................................................... 7

## TECHNICAL DOCUMENTATION........................................................................................... 7
### How do I use RBS-eSupport .......................................................................................... 7
### When do I use RBS-eSupport ......................................................................................... 7

## NETWORK BANDWIDTH CONSIDERATIONS ....................................................................... 7
### Bandwidth Comparisons/Effectiveness .......................................................................... 7

## SECURITY CONCERNS/ISSUES ............................................................................................. 8
### Session Security: ........................................................................................................... 8
### Customer Security: ........................................................................................................ 8
### Protocol Security: .......................................................................................................... 8

## E-SUPPORT OPPORTUNITIES ............................................................................................... 8
### Targeted Support Activities ............................................................................................ 8
### Recording Support Activities .......................................................................................... 8

## DATA CAPTURING REQUIREMENTS .................................................................................. 8
### Data Collection Fields .................................................................................................... 9
### Available Reports ........................................................................................................... 9

## FIELD SUPPORT .................................................................................................................. 9

## NATIONAL RECLAMATION CENTER ................................................................................. 9

## TECHNICAL SUPPORT ......................................................................................................... 10

## CALL FLOW PROCESS CHARTS & REQUIREMENTS .......................................................... 10
### Customer Calls for Assistance ......................................................................................... 11
### Customer Calls for Install/Trouble .................................................................................. 12
### Application Support Flow ............................................................................................... 13

## LAUNCHING SCHEDULE ..................................................................................................... 14

## MARKETING STRATEGY ....................................................................................................... 14
### Service Efficiencies .......................................................................................................... 14
### Revenue Generation ......................................................................................................... 14
### Value-added Service ......................................................................................................... 14
PRODUCT PRICING / SERVICE MENU STRUCTURE .................................................. 14
LOCALIZATION ........................................................................................................... 14
WARRANTY INFORMATION ......................................................................................... 14
PRODUCT OVERVIEW

*RBS-eSupport* is a comprehensive set of collaboration, diagnostic, repair, and support automation tools that will empower a helpdesk environment with the ability to deliver technical support via the Internet. Listed below are some of the key features of *RBS-eSupport*:

1. Web Collaboration - provides a platform for enhanced remote interaction between customers and support agents via:
   - Live Chat
   - Desktop Sharing
   - Web Push

2. Diagnostic Tools
   - Retrieve targeted information about a customer’s computer as well as invoke change on the computer automatically, instantly, and accurately.
   - Retrieve Windows Information, Running Information, Running Tasks, Installed Applications & Systems Devices via:

3. Automated Repair Tools
   - Issue-specific reports can be pre-built to gather information and invoke change for commonly recurring problems.
   - Scripting & Support Automation.

4. Advanced Repair Tools
   - Allows a support agent to configure a customer’s computer remotely by accessing critical operating system properties.
   - Remote Explorer, System Files & Remote Telnet
   - Print driver, printing solutions support

In support of our marketing strategy, *RBS-eSupport* has been branded “Better Than Being There”. An agent on-site, sitting at the customer’s computer, could not solve a problem faster than a support agent residing anywhere powered by *RBS-eSupport*. In addition, this activity is accomplished in the “background” without any significant impact to the productivity of our customers.

Helpdesk Benefit Summary

- Increased employee satisfaction as a result of superior service delivery. Because of this, your team is better equipped to perform at an optimal level to achieve their goals.
- Increased corporate productivity because of minimized downtime. This results in greater revenue potential because of a more effective utilization of resources.
- Decreased operational expenses due to service delivery efficiency. By minimizing costs, profit margins can be increased.
- More effectively leverage existing technology infrastructure investments to maximize organizational productivity.

Service Business Benefit Summary

- Increased customer satisfaction as a result of superior service delivery. Pleased customers bring greater market share by expanding their business with your organization and by promoting your company.
- Greater customer acquisition and retention, generating increased revenue. The quality of your service delivery should be mobilized as a competitive advantage.
- Decreased operational expenses due to service delivery efficiency. By minimizing costs, profit margins can and will be increased.
RBS-eSupport Framework/Footprint

RBS-eSupport System

SUPPORT AGENT — eSupport Process — CUSTOMER

AUTHENTICATE
- Branded Portal
- Incident Routing

COMMUNICATE
- Live Chat
- Web Tours
- Many-to-many

DIAGNOSE
- Diagnostic Tools
- Diagnostic Automation

REPAIR
- Desktop Sharing
- Advanced and Automated Repair Tools

ANALYZE
- Live Log
- eSupport Statistics
- Custom Reporting

DATA TRANSFER

SECURITY MODEL

INTEGRATIONS

Firewall Transparency

Agent Security

Incident Management

Encryption

Customer Security

Knowledge Base

RFG eSupport - Framework

RICOH Corporation Proprietary/Confidential
IMPLEMENTATION STRATEGY

This product/service will be used in place of an on-site visit by a service technician or systems engineer, when it has been determined that the repair or setup of a product can effectively and efficiently be completed remotely with the use of this tool.

- Remote installation of Printer Drivers and Printing / Document solutions software can be completed with this tool.
- Remote diagnostics and repair of issues related to printing, print driver configuration, configuration / updates to GlobalScan, DocumentMall, Ecabinet product can also be performed.

This product/service can be effectively used by a customer helpdesk to perform customer assistance in situations where it has been determined that the current issue can most likely be resolved quickly via a remote support session avoiding the need to dispatch a technician.

Test Pilot Plan

To determine the feasibility and best way to add this tool to each branches customer assistance / service support activities a test phase was conducted from June ~ Sept'04 with 4-RBS locations. A total of 16 System Engineers were trained on the use of RBS-eSupport. During that period of time, over 250 activities were captured. The system functionality was verified and customer acceptance was measured. Overall, the test indicated an 81% success rate resulting in a decision to proceed into Phase-2 deployment with additional RBS locations. Documented activities on the graph below support the targeted ones indicated on page-8.

Pilot Test Result

Below is a graph depicting the results by category of the eSupport activity.
TRAINING
Ricoh University will develop and offer a “virtual” training program for RBS-eSupport in the June’05 timeframe. TSC Strategic Planning Office will schedule interim training prior to this offering by Ricoh University in conjunction with our Support Planning Group. Each RBS location is to identify those individuals for the interim training and forward that information to our TSC Strategic Planning Office (Attention: Dennis Passaretti). It will then be the responsibility of each Branch Service Manager to coordinate additional training needs based on the published schedule provided by Ricoh University.

TECHNICAL DOCUMENTATION
The available technical documents consist of the Administrators User Guide and the Agent User Guide. These documents have been provided by the developer of this product, Control F1 and have been or will be distributed to all Agent and Administrative users of the product. In addition, a general user overview has been developed and will be distributed to all agent users.

How do I use RBS-eSupport
- This is a Web based tool.
- You and the customer you need to support must have a connection to the Internet to use this tool (preferably a broadband connection but not mandatory).
- A qualified support representative can only initiate an eSupport session.
- You must direct your customer or a technician you need to support to login to the eSupport URL http://rfgesupport.ricoh-usa.com/(no www).
- If you are the support Agent you must login at http://rfgesupport.ricoh-usa.com/agent

When do I use RBS-eSupport
- See call flow process on page 10.

NETWORK BANDWIDTH CONSIDERATIONS
1. For the Chat, Automated Repair, and Advanced Repair Tools functionality the amount of bandwidth necessary is very little. A dial-up modem of 56 kbps or less is adequate

2. For Desktop Sharing, the amount of bandwidth required does increase. However, it automatically adapts to low bandwidth environments by reducing the image quality and refresh rate of the remote control session depends on connection type used:
   - HTTP connectivity: Used in cases where the customer is behind a very restrictive firewall which allows only HTTP connections to the server
   - SSL direct socket: The customer connects to the server using a connection on the SSL port 443

Bandwidth Comparisons/Effectiveness

<table>
<thead>
<tr>
<th>Bandwidth</th>
<th>Chat / Automated Repair Tools</th>
<th>Advanced Repair Tools</th>
<th>Desktop Sharing</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 3 KBps (28.8 kbps dial-up)</td>
<td>Very fast and responsive</td>
<td>Adequate to slow</td>
<td>Slow</td>
</tr>
<tr>
<td>&lt; 5 KBps (&lt; 56 kbps dial-up)</td>
<td>Very fast and responsive</td>
<td>Fast to adequate</td>
<td>Adequate w/ image degradation</td>
</tr>
<tr>
<td>&lt; 50 KBps (Cable / ADSL)</td>
<td>Very fast and responsive</td>
<td>Very fast and responsive</td>
<td>Very fast and responsive</td>
</tr>
<tr>
<td>&lt; 100 KBps (LAN)</td>
<td>Very fast and responsive</td>
<td>Very fast and responsive</td>
<td>Very fast and responsive</td>
</tr>
</tbody>
</table>
SECURITY CONCERNS/ISSUES

*RBS-eSupport’s* security model is not only secure and reliable, but also flexible. The core levels of security built into the *RBS-eSupport* solution include:

**Session Security:**
The customer must request support in order to allow the support agent to use *RBS-eSupport*. *There is no method for a support agent to connect to a customer’s computer without their knowledge and approval.*

**Customer Security:**
The support agent can be restricted from using specific *RBS-eSupport* functionality to access the customer’s computer. *The customer must specify their desired level of security before proceeding with the eSupport session.* The security levels can be defined and defaulted by the helpdesk.

**Protocol Security:**
All data communication is *encrypted* to ensure a protected and secure e-Support session.

E-SUPPORT OPPORTUNITIES

**Targeted Support Activities**
- Installation / re-installation of printer drivers
- Installation / Configuration of print related utilities
- Installation / Configuration of optional software
- Re-configuration of product accessories / network settings
- Support / maintenance of Document Solutions Software / Hardware
- Diagnosis / repair of printer driver issues
- Diagnosis of workstation / server / network issues related to printing or software functionality

**Recording Support Activities**
A new work-order type was developed to capture all of the support activities. The code “ES” and should be utilized anytime a call is closed using *RBS-eSupport* (remote diagnostic tool) by an SE or Technician. This will count as a call only, have no stats and cannot generate a callback.

**DATA CAPTURING REQUIREMENTS**
In order to analyze the use of this tool and record the customer experience it is *Mandatory* that the Support Agent complete the Post Session data collection form by pressing the “Data” button indicated in the incident window and fill in the requested information about the just completed session.

- What activity (from the above list) was performed or if this was a new application of the tool.
- Was the attempt a success or failure?
- Details of any failed attempts.
- Customer comments if any, (satisfied, not satisfied, surprised etc)

This button should only be used *after the customer has closed their session.*
Data Collection Fields
Session Data Collection Form is mostly self explanatory however a few fields require additional explanation:

- **Activity Type** – Select from the drop down the best description of the activity accomplished during the eSupport session. If no description fits close enough, select “Other – details provided below” and briefly describe the activity in the Additional Comments box.

- **Session Results** – Select “Success” if you accomplished what the customer expected you to or “Failed” if not. If you select “Failed” then in the “Failed Session Details” box briefly describe why the session failed.

- **Customer Reaction** – Select “Satisfied” or “Not Satisfied” in the “Customer Feedback” box record any comments related to the customer reaction selected.

Record the estimated amount of time this call would have taken if done on site in the “If this activity was done on-site how much time would it have taken?” designated area. Please any additional comments for this session in the “Additional Session Comments” area. **MAKE SURE you SAVE** this form and data by pressing the “SAVE” button at the end of the form.

Available Reports
You can review the report site by following the instructions below:

http://vmwebdev05.us.ricoh.ds/ReportServer/?/CF1Reports

Once you click on this link it will prompt you for the user name and password. The prompt differs depending on whether your PC is running Windows 2000 or Windows XP. Please follow the one that's appropriate for your machine:

**Windows 2000**
The logon prompt will contain 3 boxes. Please complete these boxes as follows:

- User = wm
- Password = wmpass
- Domain = us

Click on the 'Remember Password' checkbox to make this easier next time.

**Windows XP**
The logon prompt will contain 2 boxes. Please complete these boxes as follows:

- User Name = us\wm
- Password = wmpass

Click on the 'Remember Password' checkbox to make this easier next time.

FIELD SUPPORT
There is no requirement for field support of this product.

NATIONAL RECLAMATION CENTER
NRC will have no involvement in the support of this product.
TECHNICAL SUPPORT
The Support Planning department will provide technical and administrative support of this product and will escalate any irresolvable issues to the developers support department, (Control F1 helpdesk).

Online:  http://support.cf1live.com/
Phone:  (403) 270-2401(Control-F1)
         (973) 882-5258 (Alan Chervenak)

Email:  support@control-f1.com
        alan.chervenak@ricoh-usa.com
Online Manuals and Knowledge Base:
http://www.control-f1.com/resources.html
Password: cf1support

CALL FLOW PROCESS CHARTS & REQUIREMENTS
In order for this service to be effective, each RBS location must put in place a process that will allow and encourage the success of RBS-eSupport. Below (pgs. 9-11) are process charts that identifies three support areas of RBS-eSupport:

- Customer Calls for Assistance
- Customer Calls for Installation or Trouble
- Application Support Flow

The processes must be reviewed in its entirety and development of such processes must be in place prior to the launch of RBS-eSupport at each location.
Customer Calls for Assistance

RFG-eSupport Tool Usage Call Flow A

<table>
<thead>
<tr>
<th>Customer</th>
<th>RBS Branch Office Call Avoidance Staff</th>
<th>RBS Field Tech / SE</th>
<th>RC 2nd Level Technical Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Calls for Install / Trouble assistance</td>
<td>Determine Feasibility to use RFG-eSupport Tool</td>
<td>NO Dispatch to Field</td>
<td>Join remote session and assist</td>
</tr>
<tr>
<td>Work with RBS Branch remotely to solve issue</td>
<td>Use Tool to solve customer issue</td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Issue Solved</td>
<td>NO</td>
<td>Dispatch to Field</td>
</tr>
<tr>
<td></td>
<td>Can assistance from RC possibly Help?</td>
<td>YES</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Contact RC 2nd Level by phone to join remote session</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Issue Solved</td>
<td>NO</td>
<td>Dispatch to Field</td>
</tr>
<tr>
<td>Record eSupport session results in DB</td>
<td>YES</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Customer Calls for Install/trouble

RFG - eSupport Tool Usage Call Flow B

<table>
<thead>
<tr>
<th>Customer</th>
<th>RBS Field Tech / SE</th>
<th>RC 2nd Level Technical Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>Customer Calls for Install / Trouble assistance</td>
<td>Receives Dispatched Call</td>
<td></td>
</tr>
</tbody>
</table>

Call back customer to Determine Feasibility to use RFG-eSupport Tool

Visit from Tech / SE to resolve issue

NO

Visits from Tech / SE to resolve issue

YES

Use Tool to solve customer issue

Issue Solved?

NO

Can assistance from RC possibly help?

YES

Contact RC 2nd Level by phone to join remote session

NO

Issue Solved?

YES

Record eSupport session results in DB

Join remote session and assist
Application Support Flow

RFG-eSupport Application Support Flow

<table>
<thead>
<tr>
<th>RBS Branch</th>
<th>RC Support Planning</th>
<th>Vendor (Control-F1)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Branch Agent has Functional or Operations Issues with eSupport tool</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Local Key Contact can resolve issue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>End</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work with Branch Key Contact to resolve issue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Issue Resolved</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>No</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Escalation to Vendor</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vendor works with RC Support Planning to resolve issue</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
LAUNCHING SCHEDULE
Commencing April 1, 2005 all RBS locations will have the ability to utilize this value-added service after successful training.

MARKETING STRATEGY

Service Efficiencies
Initially this tool will be used for cost saving and productivity enhancement by improving the customer assistance capability of connectivity and solutions related customer initiated call types within the branch locations.

Revenue Generation
Future planning may allow this product / service to be positioned as a revenue generating activity to provide live real time support as opposed to waiting for hours or the next day for visit by an SE / field representative.

Value-added Service
This product could be used as a value-add on to any hardware maintenance agreement presented at the time of the products initial sale or at the next available contract renewal opportunity.

Product brochures and sales materials will be developed and provided in support of these initiatives.

PRODUCT PRICING / SERVICE MENU STRUCTURE
TBD – Future planning

LOCALIZATION
This product / service will be available in U.S. English only and used only within the RCUS service organization.

WARRANTY INFORMATION
There is no warranty for this product or service.