



SERVICE COST FACT SHEET
D027 - Aficio MP C4000 / C4040 / LD540C

Ricoh's Cost Fact Sheets were developed in order to provide our service partners with an overview of the product(s) expected service performance plus an "estimate" on the service costs related to labor, parts and supplies. Ricoh's Cost Fact Sheets utilize "Engineering" data based on targeted volumes; call duration (which include PM's) and visits based on machine failure. Subsequently, costs and yields are associated to such and may not be indicative of your environment, customer requirements and/or geographic location. However, this information can and will be used as the foundation for internal service costs and maintenance pricing development when utilized in "conjunction" with Ricoh Corporation's Service Pricing Workbook. These workbooks are distributed by Ricoh to the service management of all Ricoh authorized service providers.

Ricoh's Cost Fact Sheets should not be used "solely" for the purpose of forecasting service costs per page, supply costs/yields and or service margins. In order to accomplish this, the use of Ricoh's Service Pricing Workbook is required.

The Service Pricing Workbook will take into account "all" influences to labor & supplies that your service organization encounter on a daily basis (i.e. repeat and reschedule calls, additional call duration (cleaning, paperwork, etc.), required service margins, monthly volumes that may differ from Ricoh's target, etc.). Thus resulting in the most effective means of developing your maintenance pricing.

The Color ratio percentage indicated on those products capable of producing both color and black and white is an average of projected usage. This is used to estimate the cost calculation and is not intended to limit the color ratio capability of the product.

70% B&W Usage
30% Full Color Usage

A. SERVICE / CALL ASSUMPTIONS

1. PAGES PER MONTH (AMV)	19,000 DEVELOPMENTS	10,000 PAGES
2. MEAN PAGES BETWEEN FAILURE (MPBF)	131,876 DEVELOPMENTS	69,409 PAGES
MEAN PAGES BETWEEN CALLS (MPBC)	83,550 DEVELOPMENTS	43,974 PAGES
3. CALL DURATION (INCLUDING TRAVEL)		1.04 HOURS
4. LABOR RATE		\$43.00 / HOUR
5. PM PERFORMED DURING THE NEAREST UNSCHEDULED MAINTENANCE CALL USING PARTS.		

<table border="1"> <tr><td>120,000</td></tr> <tr><td>2.73</td></tr> <tr><td>\$44.89</td></tr> </table>	120,000	2.73	\$44.89	PAGES / YEAR VISITS / YEAR Labor Cost per Call	B&W Full Color Combined	COST PER PAGE			<table border="1"> <tr> <td>PCU</td> <td>PARTS W/PCU</td> <td>TOTAL*</td> </tr> <tr> <td>0.000921</td> <td>0.003039</td> <td>0.003576</td> </tr> <tr> <td>0.008956</td> <td>0.011865</td> <td>0.014014</td> </tr> <tr> <td>0.003331</td> <td>0.005686</td> <td>0.006707</td> </tr> </table>	PCU	PARTS W/PCU	TOTAL*	0.000921	0.003039	0.003576	0.008956	0.011865	0.014014	0.003331	0.005686	0.006707
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LABOR	PARTS W/PCU	SUBTOTAL																			
0.000537	0.002118	0.002655																			
0.002149	0.002909	0.005058																			
0.001021	0.002355	0.003376																			

B. CONSUMABLES ASSUMPTIONS (EXCLUDES PAPER)

6.00% B&W Only Coverage
20.00% Full Color Coverage

ITEM	USE/YEAR				COST/YEAR			COST/ PAGE	
	pages per cartridge	cartridges per carton	Cost per Carton	# of cartridges replaced	B&W	Full Color	Total	B&W	Full Color
Toner - Black	20,317	1	\$36.50	5.95	\$159.97	\$57.13	\$217.10	0.001904	0.001587
Toner - Cyan	17,000	1	\$116.00	2.12	---	\$245.65	\$245.65	---	0.006824
Toner - Magenta	17,000	1	\$116.00	2.12	---	\$245.65	\$245.65	---	0.006824
Toner - Yellow	17,000	1	\$116.00	2.12	---	\$245.65	\$245.65	---	0.006824

TOTAL TONER COST PER PAGE:	B&W	0.001904
	Full Color	0.022058
TOTAL COST PER PAGE [Parts + Labor + Supplies (including Toner)]:	B&W	0.005480
	Full Color	0.036072

- NOTES:
- Consumables based on Ricoh / Savin / Lanier Sole Source Pricing pricing level effective October 10, 2008.
 - Supply yield is based upon a 20% full color image area (5% per color - Black, Yellow, Magenta, and Cyan) for 30% of the copies and 6% full B&W image area for the remaining 70% of the copies on an 8.5 x 11 LEF original @ 4 Pages per Job. Yield will vary depending on original size, color, and image area.
 - Parts pricing reflects discounts for parts and drums including applicable Warranty and minimum volume discounts.
 - The above yields were based on an output of 4 pages per job
 - Labor Costs are based on PM and EM (machine failure) calls performed on this model (MPBC).
 - As with all OPC type products, there is no drum core credit program. Dispose of PCU according to local regulations.
 - This copier uses four separate toners and development units (Black, Yellow, Magenta, and Cyan).
 - The number of PM calls are managed by examining the replacement times of all PM parts and consolidating those which are similar.
 - The service costs for parts and labor are based on hardware related machine failures only and as such, are not reflective of any costs incurred by your dealership for Call Backs, Hold for Parts, Connectivity or any other miscellaneous call types that you may encounter.
 - Call Duration is based only upon the time needed to work on the machine and replace parts, plus the travel time to the customer (30 Minutes).
 - Color balance adjustments and operator related calls are not considered to be Emergency Calls.
 - This Cost Fact Sheet is based on an average of all possible accessory combinations and NOT a specific configuration.

* These figures represent an AVERAGE and were recently obtained by a Ricoh survey to be used for planning purposes only.
Your actual numbers may vary due to environment, customer requirements, geographical territory, product population, and maturity.
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