

SERVICE COST FACT SHEET B296 - Aficio MP3500/8035e/DSm735e

Ricoh's Cost Fact Sheets has been designed to provide our service partners with an overview of a product's expected service performance plus an estimate on service costs related to labor, parts and supplies. Ricoh's Cost Fact Sheets utilizes "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.

A. SERVICE / CALL ASSUMPTIONS

1. PAGES PER MONTH (AMV)	10,000 PAGES
2. MEAN PAGES BETWEEN FAILURE (MPBF)	50,082 PAGES
MEAN PAGES BETWEEN CALLS (MPBC)	37,546 PAGES
3. CALL DURATION (INCLUDING TRAVEL)	1.12 HOURS
4. LABOR RATE	\$43.00 / HOUR
5. ANNUAL PM PARTS REPLACEMENT (excluding OPC)	\$216.08 / YEAR
6. OTHER PARTS REPLACEMENT	\$26.69 / YEAR
7. PM PERFORMED DURING THE NEAREST UNSCHEDULED MAINTENANCE CALL USING PARTS.	

120,000
3.20
\$48.26

Pages / Yr
Visits / Yr
Labor Cost per Call

Cost Per Page w/OPC				
OPC Drum	PARTS	PARTS W/OPC	LABOR	TOTAL*
0.000765	0.002023	0.002788	0.001285	0.004073

B. CONSUMABLES ASSUMPTIONS (EXCLUDES PAPER) - 6% Coverage

ITEM	pages per cartridge	cartridges per carton	Cost per Carton	# of cartridges replaced	COST/PAGE	
					COST/PAGE	COST/YEAR
Ricoh Toner MP4500A	30,000	4	\$176.00	4.00	0.001467	\$176.00

C. TOTAL COST

Parts + Labor + Supplies (including Toner):

COST/PAGE	COST/YEAR
0.005540	\$664.76

- NOTES:
- 1 Consumables based on Ricoh / Savin /Gestetner Sole Source Pricing Level "Level A / ASA 1" effective December 4, 2006.
 - 2 Yields calculated using a 6% image density on an 8.5" x 11" original.
 - 3 Parts pricing reflects discount features of the Baseline / IMPACT program for parts and drums including applicable Warranty and minimum volume
 - 4 The service costs for parts and labor are based on machine failures only and as such, are not reflective of any costs incurred by your dealership for Call Backs, Hold for Parts or any other miscellaneous call types that you may encounter.
 - 5 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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