

Making the right moves on the field, Texas Athletics partners with Ricoh off the field

World-class university and its top-tier athletics department unveil Ricoh-branded Stadium Club as part of growing relationship

MALVERN, Pa., Nov. 14, 2017 /PRNewswire/ -- [Ricoh USA, Inc.](#) announced its sponsorship of the "Ricoh Stadium Club" at Darrell K Royal-Texas Memorial Stadium, home of The University of Texas Longhorns football team. This marks the latest expansion of a 20-plus year partnership in empowering the University's digital transformation across the campus. The collaboration between Ricoh and the University has been particularly effective, driving savings of approximately 30 percent in output costs as the result of right-sizing device fleets. Additionally, the University athletics department has brought nearly \$1 million in previously outsourced printing costs in-house.

The services-led partnership between Ricoh and the University began with a 19-device departmental right-sizing engagement aimed to streamline device utilization and cut costs. When savings of more than 25 percent were realized, the University sought to engage Ricoh's services team to work with other institutional departments, including Texas Athletics. Today, Ricoh's right-sizing work affects more than 1,000 university devices.



As a result of a newly signed sponsorship extension agreement negotiated by IMG College, Ricoh is now the title sponsor of the "Ricoh Stadium Club." The partnership enables Ricoh to connect to Texas fans with in-venue signage, social media, various messaging opportunities and exclusive VIP hospitality events. IMG College is the exclusive multimedia rights holder and sponsorship sales agent of Texas Athletics and also represents such other campus areas as Texas Performing Arts and the Texas Exes alumni association. As part of this extension agreement, Ricoh becomes the Proud Workplace Technology Provider of Texas Performing Arts and the Texas Exes, and the company is the presenting sponsor of the Texas Exes' Alcalde|Docs web series (view [Episode 1 here](#)).

"Ricoh has been great to work with. They manage budget matters and deliver quality and consistent print collateral," said Mike Perrin, Men's Athletics Director. "They have treated us as a collaborative partner. Ricoh wanted to know our concerns and what we want to accomplish. From there, they worked with us to develop and implement solutions."

As the two organizations have worked more closely together, both sought additional savings and efficiency gains. Texas Athletics' printing costs led Ricoh to suggest that the department open its own print center, where it could produce playbooks and promotional materials, among other collateral, on site for a fraction of the cost. Ricoh is helping to ensure greater efficiency and quality.

"Ricoh has become an integral part of the campus community," said Texas Athletics Sr. Associate AD for Business Services Michael Bos. The McCombs Red Zone at Darrell K Royal-Texas Memorial Stadium, where the production center is located, is an 18,000-square-foot space for meeting, dining and relaxing with plenty of seating and free wifi. This location experiences heavy student, faculty and alumni/fan traffic throughout the academic year, especially on Texas Football Game Days. During the week, the McCombs Red Zone area is open to the public.

"Eyes all around the country and the world gravitate to the storied University of Texas and Texas Athletics. That really puts the pressure on us to help ensure branding, messaging and quality are exactly right, every time," said Renaud Rodrigue, Partner Executive, Client Strategy, Ricoh USA, Inc. "Through years of working closely with the University and Texas Athletics, we feel we have proven ourselves more than capable of delivering, not just on those quality markers, but also on cost savings. We're proud to partner with The University of Texas and Texas Athletics, and we're excited for this new opportunity to further expand our relationship."

For details on Ricoh's full line of products, services and solutions for the production print market, please visit www.ricoh-usa.com and follow [@RicohTweets](#) on Twitter, [Ricoh USA, Inc.](#) on LinkedIn and [Ricoh USA, Inc.](#) on Facebook.

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2017, Ricoh Group had worldwide sales of 2,028 billion yen (approx. 18.2 billion USD).

For further information, please visit www.ricoh.com

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