

## Case Study

BNP Paribas Leasing Solutions  
Financial services  
Communication Services

BNP Paribas Leasing Solutions drives up efficiency, productivity and collaboration with Ricoh communication service



Staff at BNP Paribas Leasing Solutions in the UK were struggling to make best use of meeting room facilities. Most rooms had only basic equipment, like flip boards, and those with screens were difficult to use. But after bringing in Ricoh to transform communication

services with integrated display and interactive whiteboard technology, BNP Paribas Leasing Solutions has seen a significant increase in staff efficiency, productivity and collaboration.

## Executive summary

**Name:** BNP Paribas Leasing Solutions UK  
**Location:** Basingstoke, Hampshire  
**Size:** 420 staff  
**Activity:** Financial services

### Challenges

- Deliver a corporate strategy for greater workplace efficiency
- Basic meeting room facilities and complex equipment
- Staff reverting to telephone or face-to-face meetings

### Solution

- Ricoh Communication Services
- Integrated collaboration and information-sharing technology

### Benefits

- Business better able to meet workplace improvement strategy
- Improves staff productivity and efficiency
- Significant increase in use of meeting room facilities
- Fosters cultural change for more collaborative working
- Improves user experience with fast, simple-to-use communication tools
- Supports environmental and corporate responsibilities

## Case Study BNP Paribas Leasing Solutions

### Challenges

BNP Paribas Leasing Solutions - a division of the BNP Paribas banking group - helps companies to expand their business capabilities by offering tailored leasing and finance solutions. The company partners with equipment vendors looking to grow sales, and businesses that require outsourcing services for assets such as commercial vehicles. It covers eight specialist market sectors: agriculture, commercial vehicles, materials handling, construction, print and document management, IT, healthcare and telecommunications.

BNP Paribas Leasing Solutions has several initiatives around business and operational improvement, such as more efficient working and making it easier for staff to do their jobs. The company has started to look at how well workplace facilities support these initiatives, with a focus on communication, collaboration and information sharing.

In the UK, BNP Paribas Leasing Solutions operates from two sites – Basingstoke and Bristol – where its administration, sales and customer service functions are located. Across both locations the business has around 14 meeting and conference rooms.

However, these rooms were not being used to their full potential. Only a few rooms had the facility to connect a laptop to a screen and often this did not work very well. Other rooms only had basic equipment like flip boards or staff would bring in projectors to display presentations on walls. It meant staff were reluctant to use meeting room facilities, preferring instead to make phone calls or plan face-to-face meetings.

The company knew there were more efficient ways of working and looked for a partner to help improve its meeting room communications. BNP Paribas Leasing Solutions



considered several options, but it already had a good relationship with Ricoh, providing financial services for customers leasing Ricoh products and services.

Phil Down, IT Services Delivery Manager for BNP Paribas Leasing Solutions says, "Since we already had a strong relationship with Ricoh we consulted the company about its communication services and were very impressed with the Ricoh offering. While some suppliers pay lip service to knowing what you want, they still push their solutions at you. Ricoh, however, was very responsive, clearly understood what we needed and proposed a solution that worked for us. The Ricoh team was impressive – they clearly knew what they were talking about."

### Solution

BNP Paribas Leasing Solutions has deployed a Ricoh Communication Service that delivers an integrated communication, collaboration and information-sharing solution for staff at the two UK offices, as well as around 50 remote and home workers. It comprises Ricoh consultancy and solution development and planning, communication hardware and software, implementation services and on-going support.

The company has nine meeting rooms in Basingstoke and five in Bristol, used for a variety of internal staff and team meetings as well as client meetings and training sessions.

Ricoh Interactive Whiteboards (IWBs) have been installed into each meeting room, along with plug-and-play devices to make connecting laptops to the IWBs fast and simple. The rooms also have special units with retractable cables to keep desks and tables neat and uncluttered. In two of the larger conference rooms - that can hold up to 30 people - there are large 80-inch screens as well as two IWBs. Where there was existing video conferencing equipment, this has been linked into the Ricoh Communication Service to create a single, integrated communication solution.

In addition to the meeting room equipment, 30 digital signage screens have been deployed in locations such as sales operations and customer service rooms. The screens have special software that enables them to display multiple information sources. This includes sales performance or real-time call handling data, as well as relevant news and information feeds and corporate and facility messages, such as fire alarm notices. Previously, controlling screens involved a complex set up of 14 PCs, with each PC controlling two screens. Now all screens across both locations are managed by server-based software and any PC on the network.

### Benefits

The Ricoh solution at BNP Paribas Leasing Solutions has impacted a number of areas of the business, from more efficient working and productivity to increased collaboration.

*continued overleaf*

## Case Study BNP Paribas Leasing Solutions

Phil Down says, "The Ricoh communication solution is a really important thing to do. At BNP Paribas Leasing Solutions we're driving efficient operational processes and this solution helps to meet this objective. It's helped to make working simpler for people and it's much more efficient because it's quick, easy to use, and it just works."

Since the new communication solution was installed, BNP Paribas Leasing Solutions has seen a significant increase in the use of meeting room facilities. There has been cultural change within the business for more collaborative working between teams. This has been driven, to a significant degree, by the Ricoh solution because it has made it so much easier for staff to go into a meeting room, set up and start working.

BNP Paribas Leasing Solutions can now communicate and collaborate between offices instantly using the Ricoh IWBs. Previously, meetings could take weeks to organise and were expensive because of the cost and time spent travelling.

The solution also helps to make meetings themselves more engaging and content rich because using resources, like presentations, is much easier. The Ricoh IWBs have multiple sharing and interactive capabilities to support the end-to-end meeting experience, such as, electronic whiteboard functionality including brainstorming and annotations, and the ability to distribute final content to attendees via email.

Remote workers can now participate in meetings more actively because they can use video or phone conferencing, but also use a laptop to connect to and see what is on the whiteboard from any location in real time. This also facilitates more meetings between the Basingstoke and Bristol offices.

For example, conference rooms with large screens and two Ricoh IWBs enable multi-group meetings or training courses. Because the system is fully integrated, information and content on an IWB can be shared with any other IWB or screen, allowing things like simultaneous break-out sessions. As well as enabling more collaborative working and reducing travel, the Ricoh solution is increasing staff productivity through better use of time and supporting BNP

Paribas Leasing Solutions' drive to reduce its environmental footprint.

The Ricoh solution also provides a better experience for staff. Phil Down says, "Feedback that we've had from staff is they think the new facilities are very good, particularly the ease of use. They can go to meetings, stick a dongle into their laptops and be able to present straight away. And they are very happy with the quality of the system, such as big screens. Now you walk around the office and all the screens in meeting rooms are on and being used."

### About BNP Paribas Leasing Solutions

For more than 70 years BNP Paribas Leasing Solutions has helped companies of all sizes to expand their business by offering innovative finance and leasing solutions for their professional equipment. BNP Paribas Leasing Solutions supports sustainable business growth by being at the forefront of major emerging trends such as the usage economy.

With €28.8 billion assets under management, BNP Paribas Leasing Solutions is a European leader in equipment finance. Its 3,000 employees are strongly committed to deliver a high standard service quality and this is underpinned by its five customer commitments: expertise, simplicity, responsiveness, innovation, responsibility.

Thanks to its global approach and its local coverage, BNP Paribas Leasing Solutions is able to support its clients and partners' development in 22 countries: directly in Austria, Belgium, China, France, Germany, Italy, Netherlands, Poland, Portugal, Romania, Spain, Switzerland, Turkey, United Kingdom and via the BNP Paribas Group's entities in Algeria, Gabon, Ivory Coast, the USA, Luxembourg, Morocco, Senegal, Tunisia.

### Ricoh Solution/Products

- Ricoh Interactive Whiteboards
- Clickshare plug-and-play technology
- Tripleplay digital display technology

***"The Ricoh communication solution is a really important thing to do. At BNP Paribas Leasing Solutions we've got a lot of values about trying to be more efficient and productive, and I think this solution fell right into that. It's helped to make working simpler for people and it's much more efficient because it's quick, easy to use, and it just works."***

Phil Down, IT Services Delivery Manager, BNP Paribas Leasing Solutions



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