



Collaboration and creativity:
spaces that improve the
employee experience



Customer Profile

As a global leader in the field of premium spirits, Beam Suntory provides inspiration for human connections. Consumers from all over the planet want iconic brands such as Jim Beam®, Maker's Mark® and Knob Creek®, as well as Japanese whiskeys Yamazaki®, Hakushu® and Hibiki®.

Beam Suntory was born in 2014 as a result of a merger between the world bourbon leader and the Japanese whiskey pioneer to form a new company with a long history, a passion for quality, a drive for innovation and a Growing for Good vision. Beam Suntory is based in Chicago, Illinois and belongs to the Japanese group Suntory Holdings Limited.



Challenge & Solution

Ricoh is helping Beam Suntory with its digital transformation process and new ways of working by supporting with its communication service and collaboration challenges. More specifically, it has worked on two different types of project:

- **Shared use areas:** fitting multimedia systems in a shared use area for Beam Suntory in Spain and SBFE. The shared area is composed of a canteen, a meeting room, a break room, a wellness room and a double conference room, all of which is designed to provide a satisfactory employee experience.
- **Meeting and collaboration rooms:** providing video conferencing equipment in 26 meeting rooms at Beam Suntory's Madrid building (ground, first and second floors).



Working with Ricoh has been very easy. It has been a complicated project in terms of timing due to the pandemic, which resulted in constant changes to our needs.

*Pablo Ruano, Senior Manager IT –
International Service Delivery*





Ricoh has always supported us and been very flexible and open to changes. In addition, they have advised us on the technology available on the market and tested it in accordance with our corporate standards.



Pablo Ruano, Senior Manager IT –International Service Delivery



Ricoh was in charge of installing a highly advanced VOIP system in the shared areas, with ceiling speakers in each room and hand-held and clip-on tie and lapel microphones, as well as sound managers to control sound output in the entire area or in each individual room. There is also a Barco system for sharing content from laptops to monitors using ClickShare devices, control iPads for managing the various sound and image output options in each room, and a powerful Crestron video conferencing system in the double conference room in order to hold meetings on Teams.

As for Beam Suntory's other rooms, the chosen equipment was Lenovo MTR systems for small and medium-size rooms (for up to 10 people), where everything is included in the equipment (codec, camera, speakers and sound); and Crestron MTR systems for large/complex rooms, with additional equipment such as Shure ceiling microphones and speakers, a Yealink/Poly E70 camera, etc.

The project for shared areas includes:

- 11 Samsung monitors, together with a VOIP system that can be isolated by room or used for the entire area.
- In the conference room (a large space with an amphitheater), 2 large monitors and 2 support monitors with a Barco system for sharing content on the TVs, and a Crestron MTR video conferencing system.
- All equipment is managed through 5 control iPads
- Crestron scheduling panels in every room.

Meeting room solutions:

- 8 new Samsung monitors
- 10 Lenovo MTR devices for the small and medium-sized rooms (for up to 10 people).
- 16 Crestron MTR devices for the large rooms (for up to 10 people), with loudspeakers and microphones according to the size of the room.
- Logitech scheduling panels in every room.

"The result has been very satisfactory. All the rooms are now in use and have been well received by all users. "

Pablo Ruano, Senior Manager IT –International Service Delivery



Why Ricoh?

Ricoh is backed by its experience and comprehensive approach to solutions. Thanks to its large ecosystem of technology partners, it was able to provide unique solutions tailored to Beam Suntory's specific needs. by working with leading companies such as Microsoft, Creston, Logitech, Lenovo and Samsung.

"All the assembly work has been carried out professionally, taking account of our needs and the small changes that had to be made during the projects. Ricoh has remained flexible and provided advice at all times to help us choose the best solutions on the market in accordance with our company's video conferencing standards.

Due to the post-pandemic situation, we did not use the shared areas for some time after the installation (the office was empty), so we have been unable to identify any issues there may be in relation to the systems and any required improvements, which will not come to light until we start using them intensively. In relation to this, Ricoh has been willing to apply small changes, even almost a year later, to adapt to our new needs as a result of employees' return to the office."

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The project has included support for any incidents that might arise, and Ricoh has always responded quickly and efficiently. Furthermore, several training sessions with Beam Suntory's IT team were held between the completion of the project and the signing of the handover.

Benefits

"Our two main goals – improving the employee experience and putting in place new ways of working based on collaboration systems – have been achieved and undoubtedly make us more efficient every day and enhance the creativity of employees, our greatest asset. All the rooms are now in use and have been well received by all users. They are integrated with Microsoft Teams,

which is our standard collaboration software worldwide. In addition, Ricoh continues to help by providing its maintenance and user training services. We are therefore very happy with the result.” Pablo Ruano, Senior Manager IT –International Service Delivery.

About Ricoh

Ricoh is empowering digital workplaces using innovative technologies and services that enable individuals to work smarter from anywhere. With cultivated knowledge and organisational capabilities nurtured over its 85 year history, Ricoh is a leading provider of digital services, information management, and print and imaging solutions designed to support digital transformation and optimise business performance.

Headquartered in Tokyo, Ricoh Group has major operations throughout the world and its products and services now reach customers in approximately 200 countries and regions. In the financial year ended March 2022, Ricoh Group had worldwide sales of 1,758 billion yen (approx. 14.5 billion USD). For further information, please visit www.ricoh-europe.com

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