



LEADING CHANGE AT WORK

Small Business
Case Study
Collection



Introduction to **LEADING CHANGE AT WORK**



“ Where and how we work is changing. **Hybrid set-ups** are already shaping our future and, together with evolving technology, these practices are pushing for an even stronger focus on how we **communicate and collaborate**.

At Ricoh, we are in the business of **leading change**. Change that unleashes human potential through the **power and opportunity of technology**. Change built on our deep understanding of technology’s role in workplace processes— both on site and remotely.

We have a strong legacy of pioneering **better ways of working**, bringing the **experience and creative know-how** needed to maximise human value through technology. We can change everyday life in the workplace for the better, make technology truly inclusive and ultimately **bring out the best in people**.

This **case study collection** illustrates how we are delivering solutions to solve the challenges of today’s small business. Read how we can help you **grow the business, accelerate digital transformation, optimise business operations** and **enable hybrid working** with a focus on **sustainable business**.

”

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The Challenges of Today's Small Business



➤ Grow the business



➤ Accelerate digital transformation



➤ Optimise business operations



➤ Enable hybrid working



➤ Sustainable business



Click [here](#) to explore how we are Leading Change at Work



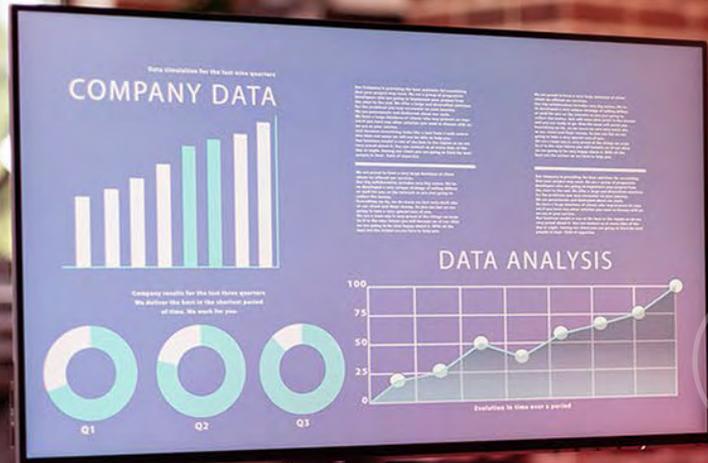
Grow the business

Reach new customers



Enable and support the sales function

Improve customer experience



Grow the business



Accelerate digital transformation



Optimise business operations



Enable hybrid working



Sustainable business





Fast growing UK business delivers first-class service with The Ricoh eShop



Click [here](#) to read the full case study

THE CHALLENGE

Founded in 2012, YouGarden retails flowers, plants, trees and shrubs, gardening equipment, and outdoor furniture online. Customers required to stay at home during the COVID-19 pandemic have turned to online shopping, and business is booming for YouGarden in the UK. With millions of incoming orders, the company was under pressure to pick, pack, and dispatch items as quickly and efficiently as possible. It wanted to fine-tune its order fulfilment processes to ensure that customers enjoyed five-star service.

THE SOLUTION

Ricoh presented an innovative solution: moving procurement from traditional channels onto the Ricoh eShop. This approach would digitalise the entire purchasing process, replacing slow, complex email ordering with a self-service online portal that offers simple access to a product catalogue featuring more than 90,000 items. The Ricoh E-Commerce team created authorised YouGarden users and configured the payments connection. YouGarden can now place orders 24/7 and generate reports that analyse spend by product, category, date and user at any time.

BUSINESS IMPACT

- Accelerated transaction times & order fulfilment
- Scaled up label purchasing
- Improved end-customer experience
- Efficient ordering process

"Getting started on The Ricoh eShop was very easy. The communications from the Ricoh E-Commerce team were excellent, and we can always call on them for assistance any time that we have queries or requests."

Ed Sendall, Head of Operations at YouGarden



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CreaSign invests in quality, speed, and new opportunities



Click [here](#) to read the full case study

THE CHALLENGE

CreaSign is a small Danish sign manufacturer established in 1976 with a strong focus on good craftsmanship and high quality client solutions. Over the years, the team has developed and refined its skills as well as expanded its physical framework as its production capability and expertise has grown. In response to a growing demand for prints on large plates, the company decided to invest in a new large format flatbed printer at its site in Herlev. The previous printer was 10 years old and becoming more and more challenging to use in day to day production.

THE SOLUTION

CreaSign opted to install a Ricoh Pro™ T7210 UV LED and Pro™ L5160e LATEX. The Pro™ T7210 printer sits at the heart of the space at 3.2 x 2.1 metres in size, at the edge of the Pro™ L5160e 1.6m LATEX device with double CMYK ink configuration and three Ricoh Gen5 print heads. The installation took a few days and, after that, all employees went through a four hour safety course and thorough user training. The machine comes in its standard configuration with 12 of Ricoh's own Gen5 print heads. It can print CMYK as well as varnish, primer, and white.

BUSINESS IMPACT

- Product diversification
- Faster production times
- Broader target market
- Time, money and energy saving

"In addition to being faster, easier to operate and clean, the quality has also received a significant boost. We can take on more tasks because we know that the result will be good. Now there's nothing we don't dare to take on!"

Bent Aasberg, Co-owner of CreaSign



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LABORATORIOS COSMÉTICOS
LAMARVI

Lamarvi becomes equipped to meet soaring demand for high-quality cosmetics



THE CHALLENGE

Headquartered in Barcelona, Laboratorios Cosméticos Lamarvi is a leading provider of professional hair and skincare products, and specialist salon furniture. With demand for high-quality cosmetics on the rise, Lamarvi sought to quickly scale its business and seize new opportunities for growth. With a workforce of over 1,500 employees located across five continents, Lamarvi's success depends to a large extent on its employees' ability to collaborate and innovate across its multiple regional divisions.

THE SOLUTION

Lamarvi selected Ricoh to design, plan and execute a complete transformation of its IT architecture, from data centre to desktop. Working with Ricoh, Lamarvi migrated its mission-critical applications to a new ultra-efficient, hyperconverged IT environment, which offers almost linear scalability, and very low operational costs. In the next phase, Lamarvi engaged Ricoh to roll out Microsoft Office 365 to more than 1,200 users, using Microsoft Teams to replace a legacy meetings and conference calling solution used in each of the company's 46 conference rooms.

BUSINESS IMPACT

- Reduced system administration and maintenance workloads
- Reduced IT spend & simplified landscape
- Business operation grown
- Improved employee collaboration and innovation

“The new hyperconverged environment translates into significant savings for total cost of ownership, large reductions in operational expenses, and dramatically increases the scalability of our infrastructure. Ultimately, these enhancements and capabilities enable us to dedicate greater resources to product innovation and spend more time with clients.”

Lamarvi Spokesperson



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DXME adds innovation and interactivity to the in-store retail experience with Ricoh



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THE CHALLENGE

Founded in 2021, Design Experience by Me (DXME) represents a new concept in garment design and manufacture that uses innovative technologies to turn virtual experiences into personalised products. Bricks-and-mortar fashion retailers have never faced a more challenging business environment. The growth of e-commerce has empowered customers to purchase without even leaving their homes, while the ongoing COVID-19 pandemic has left many potential buyers hesitant about travelling to stores. DMXE wanted to define the role of physical stores and offer customers an interactive experience.

THE SOLUTION

To create an immersive in-store experience, DXME decided to use augmented reality (AR) goggles that allow visitors to explore thousands of potential text and imagery combinations, pinpoint their preferred design, and visualise their unique garment. Then to add the personalised designs onto T-shirts, bags, and other items, DXME selected RICOH Ri 1000 and RICOH Ri 2000 Direct to Garment (DTG) printers. So far, DXME deployed one RICOH Ri 1000 device at the official company launch at the World Expo in Dubai, plus RICOH Ri 2000 models in its demo room and at client sites.

BUSINESS IMPACT

- Innovative concept turned into commercial reality
- Business growth and introduction of new clients
- Efficient product production

"More than the technology, we were impressed with the sales and technical support from Ricoh Sweden. As a small startup, having access to real expertise and thought leadership is so important. We are also excited by Ricoh's DTG roadmap and their partnership with innovative thread colouring inventor Coloreel."

Tomas Stocksén, Co-founder and CEO of DXME



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Accelerate Digital Transformation

Democratise data

Maintain and improve cybersecurity

Modernise infrastructure

Grow the business



Accelerate digital transformation



Optimise business operations



Enable hybrid working

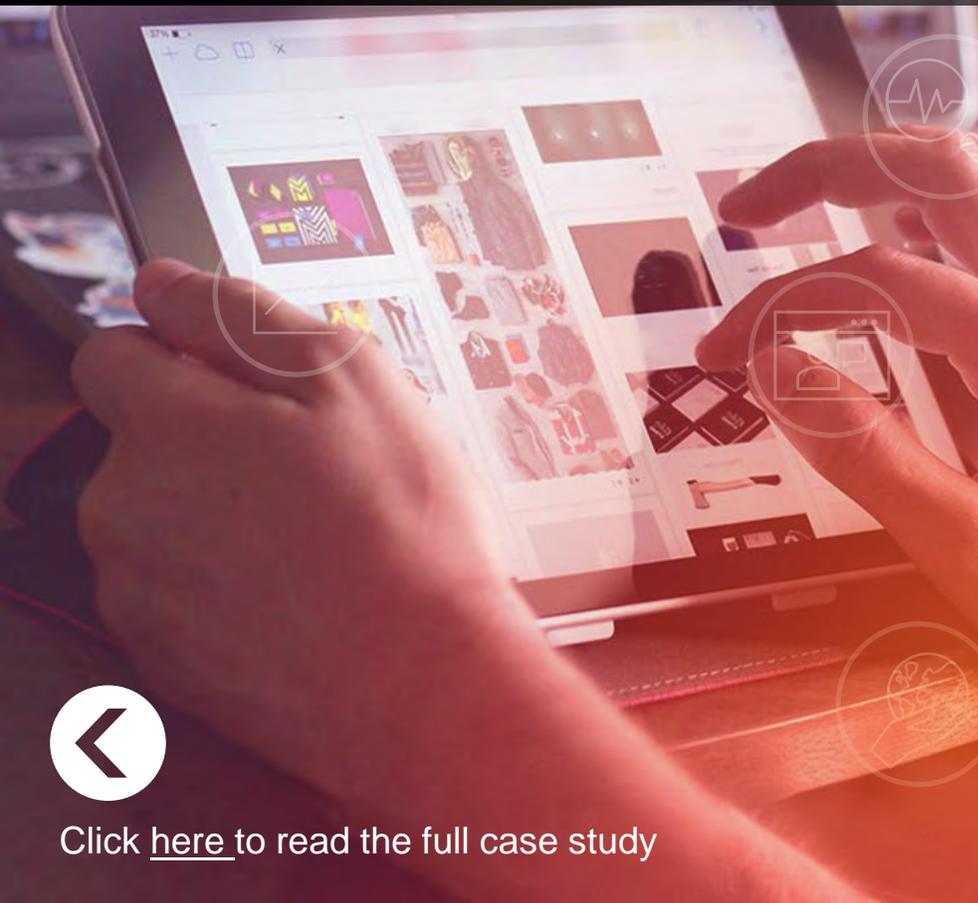


Sustainable business





Increased efficiency through digital document management with DocuWare



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THE CHALLENGE

Zenit is an Austrian logistics company based in Salzburg. It specialises in eastern transportation and relies on in-depth languages and country know-how when handling customer orders, supported by digital documentation. The company wanted to increase overall efficiency, achieve seamless digital workflows and centralise its documents into a single digital system.

THE SOLUTION

Zenit chose to implement Ricoh's DocuWare solution. As a first step, the incoming and outgoing invoice processes were automated in the administration area. In the area of operational processing, industry-specific documents were indexed and stored accordingly with DocuWare. The process implementation was carried out very intensively in order to optimally prepare the interfaces with the operative forwarding program and the accounting system. The outgoing invoices are now generated in the main system, assigned to the traffic files and automatically archived in the background. The transfer to accounting also works automatically.

BUSINESS IMPACT

- Time and cost savings
- Transition from paper based to digital documentation system
- Increased efficiency
- Enhanced document availability

“DocuWare simplifies our work processes and improves the availability of documents. We can grow and develop as a company on the basis of these document management efficiencies”.

Michael Forster, Managing Director, Zenit



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Ricoh digital transformation services change IT environment radically

THE CHALLENGE

Trafford Housing Trust is a not-for-profit housing association in north-west England. It manages 9,000 social and affordable rent, shared ownership and for-sale properties. Trafford Housing wanted to improve and enhance its services to the community as well as increase operational efficiency, flexibility and mobile working. The Trust's 'Customer Promise' is a commitment to provide the best services in the most accessible, cost-effective way. But to do so, it had to change its existing IT infrastructure. Systems and equipment were getting old and were not responding effectively to modern working demands.

THE SOLUTION

Working in partnership, the Trust and Ricoh moved the organisation to a cloud-based computing environment which involved refreshing and rationalising IT infrastructure and desktop. Existing servers, switches and SAN technology was replaced with Cisco and NetApp solutions to support cloud-based data services and roll out of Microsoft Windows 10 and Office 365 for around 350 seats. As well as standard office applications like Word and Excel, the Trust is using several other products like Azure, SharePoint, Skype and Teams.

BUSINESS IMPACT

- Reduced management costs
- Increased efficiency
- Faster customer service provision
- Improved internal communication and collaboration
- Reduced demand on public services
- Improved lives for residents

“The Ricoh solution has been a fundamental factor in transforming the way we work and deliver services to customers. We’ve now got tools that enable better collaboration, closer working and building data accuracy.”

Julian Massel, Technology Director, Trafford Housing Trust



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Torrens entrusts its digital document management processes to Docuware

THE CHALLENGE

Torrens is a manufacturer of furniture and stainless steel appliances for the hospitality sector. Innovation is an important value for the company, both to facilitate the work of employees and to give the best service to clients. Due to the large amount of paper information they handled, Torrens sought a partner to lead a digital transformation programme in order to streamline digital processes, digitise documents and become more sustainable.

THE SOLUTION

Torrens started using Docuware document manager and has become more agile, productive and environmentally responsible as a result. All invoices printed on Ricoh multi-functional machines are digitally signed first and Docuware captures the metadata included in each invoice, which allows them to be indexed. Docuware also enables workflows to be customised and each user to be assigned specific permissions.

BUSINESS IMPACT

- Automated document navigation and indexing
- Customised workflows
- Tailored solution
- Time and cost savings

“We trust Docuware for the agile management of all our documentation. It lets us know the status of invoices from anywhere, at any time”

María Alemany, Finance Director, Torrens



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Ricoh IT improves collaboration and productivity at training and accreditation provider

THE CHALLENGE

Lantra's vision is to provide the best training and quality assurance, and it sees digital transformation as a critical means of achieving that goal. But the legacy IT and business process environment inherited by its IT Manager, Richard Crompton, was outdated and unable to support a modern, collaborative and digital work environment. Change would require a shift from static, on-site data centre and system resources to a cloud computing strategy.

THE SOLUTION

Lantra has been working with Ricoh to deploy Microsoft SharePoint. This has been a step-change in enabling Lantra to deliver a raft of new services and capabilities to further improve collaboration, communication and more agile, productive business processes. Integrated with Lantra's Microsoft Office 365 service, SharePoint acts as a platform for applications like an intranet and media library. Lantra is now working with Ricoh to migrate all its on-premise file servers and core business systems to SharePoint to develop an enterprise-wide, cloud computing environment.

BUSINESS IMPACT

- Improved staff and team interaction
- Easier onboarding for new staff
- Faster go to market process
- More efficient working habits and shared ownership

"It's very encouraging to see people starting to work better and smarter, and in a more communicative way."

Richard Crompton, IT Manager at Lantra



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Optimise Business Operations

Enhance employee engagement

Automate repetitive tasks

Improve process resilience

Improve data governance

Grow the business

Accelerate digital transformation

Optimise business operations

Enable hybrid working

Sustainable business





Ricoh Business Process Service transforms operations to deliver cost savings



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THE CHALLENGE

Mosaic Fulfilment Solutions is an e-commerce fulfilment house. A key operation is response handling – receiving, processing and replying to inbound letters; but it was being outsourced. Since Mosaic had a fulfilment operation in place, it made sense to bring this work in-house. However, the challenge was changing from electronic to manual data capture. The process involved opening an envelope, capturing and processing the data off paper and handling donations. Accuracy of data capture was also an ongoing issue for the industry generally, plus the huge number of responses that had to be processed, sometimes up to 40,000 letters a day.

THE SOLUTION

In partnership with Ricoh, Mosaic has built a secure post room and workflow environment, including post receipt and sort, post extraction and scanning rooms and a new digital print room. The first part is a data processing and workflow system using Kofax software, which captures information from physical documents and turns it into digital data. The other half of the solution is a full print on-demand and dynamic printing capability using a Ricoh Production Print solution. It takes processed data and uses it to print letters to individuals in response to their inbound letters.

BUSINESS IMPACT

- Cost reduction for customers of up to 25%
- Data accuracy and service quality improvements
- Operational efficiency
- New business generated
- 93% automation by reducing a 12-person manual process to less than one person

“Because of the efficiencies gained by the Ricoh solution, Mosaic has been able to be quite aggressive in the marketplace. There aren’t many businesses that do this type of work and we’ve been very successful in acquiring work from competitors.”

Alastair Fell, IT & Operations Director at Mosaic



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Alkora achieves efficiencies of 90% thanks to Ricoh Process Automation

THE CHALLENGE

Alkora is Spanish insurance broker who devoted significant resource to back office processes related to claims management. These tasks involved the mechanical manipulation of files by various departments, with a potential high error rate. Alkora wanted to improve the experience of its employees while increasing their productivity, so the decision was made to automate the claims registration process and integrate it with existing business applications.

THE SOLUTION

Alkora entrusted the automation project to Ricoh, who launched a solution that employs RPA and other automation techniques based on a cloud service. It is a flexible solution which avoids initial investment in infrastructure, licenses and training. The operation is simple: a robot accesses the mailbox and for each mail locates the claim using an algorithm. RPA technology performs the necessary integrations with the business applications of claims management and the robot stores in the mail in the relevant folder. The robot processes an average of 1,200 claims weekly in 16 hours and the process has no risk of error.

BUSINESS IMPACT

- Cost and time savings
- 90% increase in efficiency
- Improved process accuracy
- Scalable solution

“Thanks to Ricoh Process Automation we save more than 110 hours of manual labour per week. It is a flexible solution with a pay-per-use approach, which avoids initial investment”

Daniel Ucero, IT Director at Alkora



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Automated invoicing with Ricoh IDX saves time and cost

THE CHALLENGE

OKV is a specialised German insurance service. Prior to the partnership with Ricoh, four OKV staff members devoted four weeks to issuing 50,000 invoices each November. Depending upon the insurance product, OKV invoices consist of multiple pages covering the complete insurance policy, including the annual invoice. The printing, enveloping and logistics involved with the invoicing process fully occupied four employees for four weeks. These tasks also required stocking a sufficient amount of paper, toner and envelopes.

THE SOLUTION

OKV implemented the Ricoh IDX solution, which provides a simple and rapid means of sending invoices electronically. It requires no hardware or software investment; by connecting to the Ricoh IDX platform, OKV is able to send digital invoices as a qualified data set. The Ricoh IDX portal can individually configure the delivery mode (SFTP, email, regular mail, etc.) and data format (PDF, ZUGFeRD, XRechnung) for each OKV invoice recipient. In this way, each customer receives its documents in the format it prefers. Ricoh IDX converts the documents to match these preferences.

BUSINESS IMPACT

- Meets requirements to supply electronic invoices
- Savings of costs and time
- Makes mobile working easier
- Sending data instead of paper conserves resources

“The intelligent Ricoh IDX solution provides a simple and rapid means of sending invoices electronically, and doesn't require any hardware or software investment.”

OKV Spokesperson



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The logo for UPCnet, featuring the text 'UPCnet' in a blue, sans-serif font. The 'UPC' is in a larger, bold font, and 'net' is smaller and positioned to the right.

**Automation allows
UPCnet to reduce roll-
out times for its IT
services by 90%**

THE CHALLENGE

Headquartered in Barcelona, UPCnet is the technology consultancy firm and service provider at the Polytechnic University of Catalonia, an expert in helping companies and public administrations to streamline businesses through the use of ICT. The previous cloud platform limited their ability to roll out new services swiftly, so they sought to renew and evolve through VMware solutions.

THE SOLUTION

Ricoh worked together with the department that manages VMware's cloud solutions in UPCnet to determine possible uses to develop on the platform, and to define the hardware and licensing required to support the current platform. After this initial phase, it was concluded that the best solutions to roll out the project were VRealize Suite and NSX-T. The project involved modernising the UPCnet data centre through the installation, configuration and customisation of the VRealize Suite with NSX-T as the network element, including the necessary licenses.

BUSINESS IMPACT

- Stability, versatility and security
- Centralise and improve management processes
- Roll-out of virtual machines in self-service mode across several business departments

"With VMware solutions we now have a comprehensive solution that allows us not only to manage the cloud platform but also communications and security through a centralised approach."

Jordi Collado, Infrastructure Engineering Manager at UPCnet



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Enable Hybrid Working

Ensure connectivity across dispersed workforces

Drive collaboration and creativity



Grow the business



Accelerate digital transformation



Optimise business operations



Enable hybrid working



Sustainable business



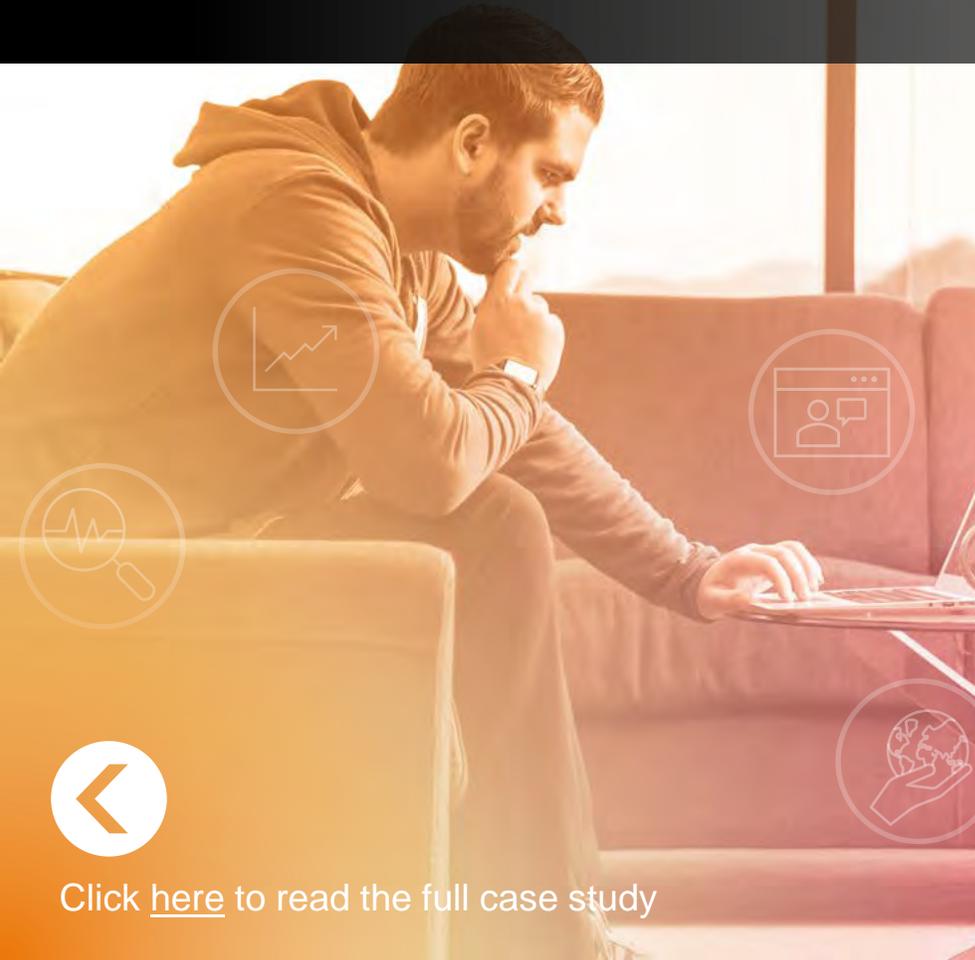
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French co-working facilities company partners with Ricoh for digital workplace expertise



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THE CHALLENGE

Mama Works rents out managed co-working facilities on a pay-per-use basis. Companies and independent workers can book a meeting room or desk space by the hour, by the day or by the week. The company was looking for a partner with digital workplace expertise who could enable truly flexible working. They wanted to empower its clients by giving them access to the latest high-tech communication technology on a pay-per-use basis. A sympathetic design was required that would allow clients to connect seamlessly to the technology and use it intuitively without training.

THE SOLUTION

Ricoh's solution encompasses video conferencing, interactive whiteboards and multifunctional printers. Using Ricoh's Virtual Meeting Room facility, Mama Work's clients are able to communicate face-to-face with colleagues around the world and collaborate in real-time on critical documents. Ricoh's Unified Communication System (UCS Advanced) supports a variety of videoconferencing platforms, including Skype and WebEx, and meetings can be initiated from an interactive whiteboard. Documents shared on screen can be printed straight to a Ricoh MFP. Mama Works' clients can connect to the technology using their own smart devices.

BUSINESS IMPACT

- Easy to use, interoperable technology
- Collaborative, remote working
- Scalable workplace solution
- Self financing solution
- Access to the latest, high tech solutions

“Ricoh understood our business requirements and designed a sympathetic workplace solution that is well managed and easy to use. Our clients are empowered by the technology.”

Alexandre Giraud, Founder at Mama Works



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happypunt

Ricoh's innovative communication systems improve business agility

THE CHALLENGE

Happy Punt creates vibrant and on-trend fashionwear for leading retailers. Agility is critical to Happy Punt's success and the company's employees are encouraged to embrace innovation as part of their daily routine. The remit extends to the company's supply chain, with textile manufacturers, shipping agents and other partners expected to bring new ideas to the table. Happy Punt's communication systems didn't facilitate collaboration with remote factories and buyers, so they reached out to Ricoh to find a solution.

THE SOLUTION

Ricoh had an existing relationship with Happy Punt, previously building its IT infrastructure and delivering print management services, so was happy to now present its Unified Communication System, UCS Advanced to improve remote working capability. Using Ricoh interactive whiteboards and all-in-one videoconferencing systems, Happy Punt employees can now easily initiate interactive meetings with suppliers and clients around the world. UCS Advanced enables multiple participants to collaborate on designs in real-time, improving communication and reducing time to market.

BUSINESS IMPACT

- Improved cross border communication
- Reduced time to market
- Easy to initiate, interactive meetings
- Real time collaboration
- Simple improvements, big results

“Ricoh's Unified Communication System makes it easier for us to communicate with our suppliers and clients. Employees can initiate high-definition video calls at the press of a button and collaborate in real-time with partners around the world.”

Jordi Castell, Chief Corporate Officer at Happy Punt

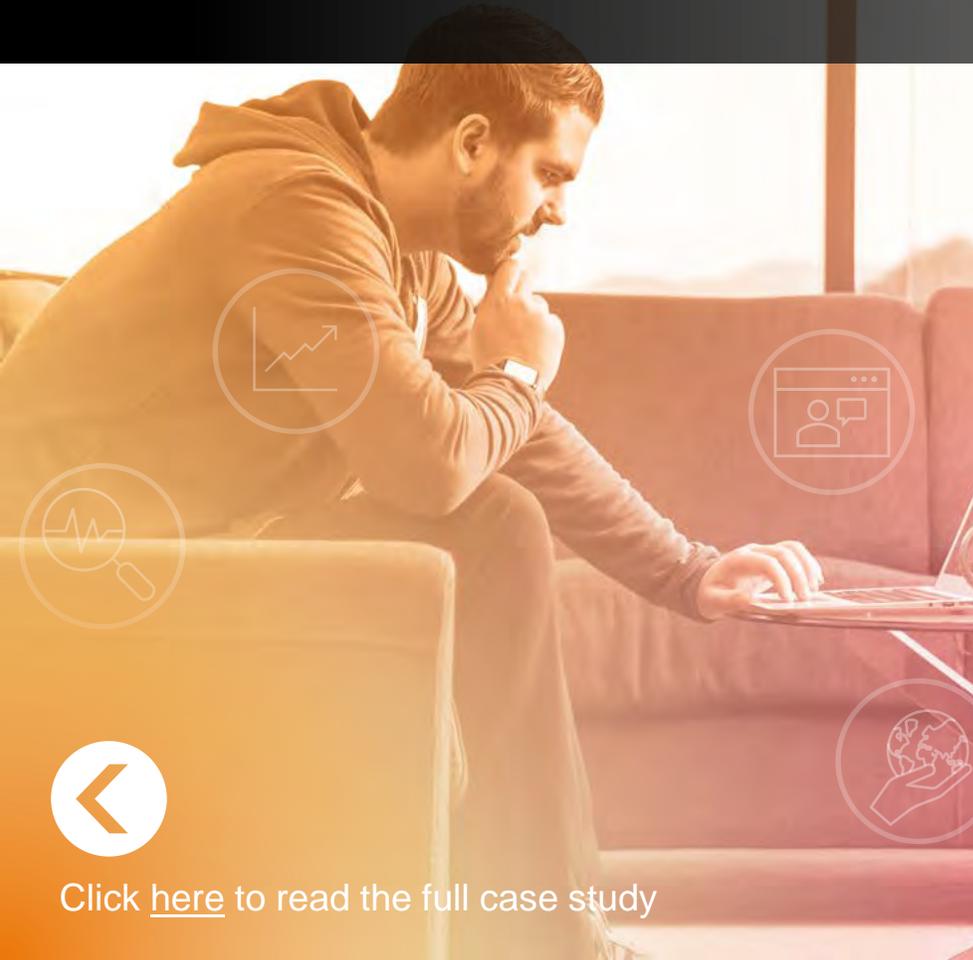


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Tacchificio Monti improves collaboration with Ricoh Interactive Whiteboards



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THE CHALLENGE

Tacchificio Monti has been designing and producing components for women's luxury footwear for over 50 years. According to Daniele Belloni from the IT Department, "The role of technology at Tacchificio Monti is fundamental as it enables us to provide both innovation and added value to our clients, thus improving our competitiveness in the market. We focus in particular on enhancing our IT infrastructure and on Industry 4.0 in order to speed up production times, which is a key issue in the world of fashion". In particular, the company wanted to speed up collaboration between its stylists and customers.

THE SOLUTION

Tacchificio Monti introduced Ricoh interactive whiteboards to optimize communication between its design department and the stylists working for its clients. Before these solutions were introduced, stylists had to travel physically to Tacchificio Monti modelling studios in order to work on component prototypes. Now they can also interact remotely with designers from the Bologna company. Stylists can display the whiteboard screen for the project on their own PCs and suggest changes and adjustments simply and quickly, as if they were working side-by-side with designers. The whiteboards can also be hooked up to a videoconference system.

BUSINESS IMPACT

- New ways of working to cope with Covid-19
- Integrated applications
- Remote, innovative collaboration
- Time and cost efficiencies

"Ricoh for us is a partner with which we are constantly interfacing in order to find new solutions to improve our everyday operations and that enable us to keep working even under unforeseen circumstances, such as the period we are currently living through."

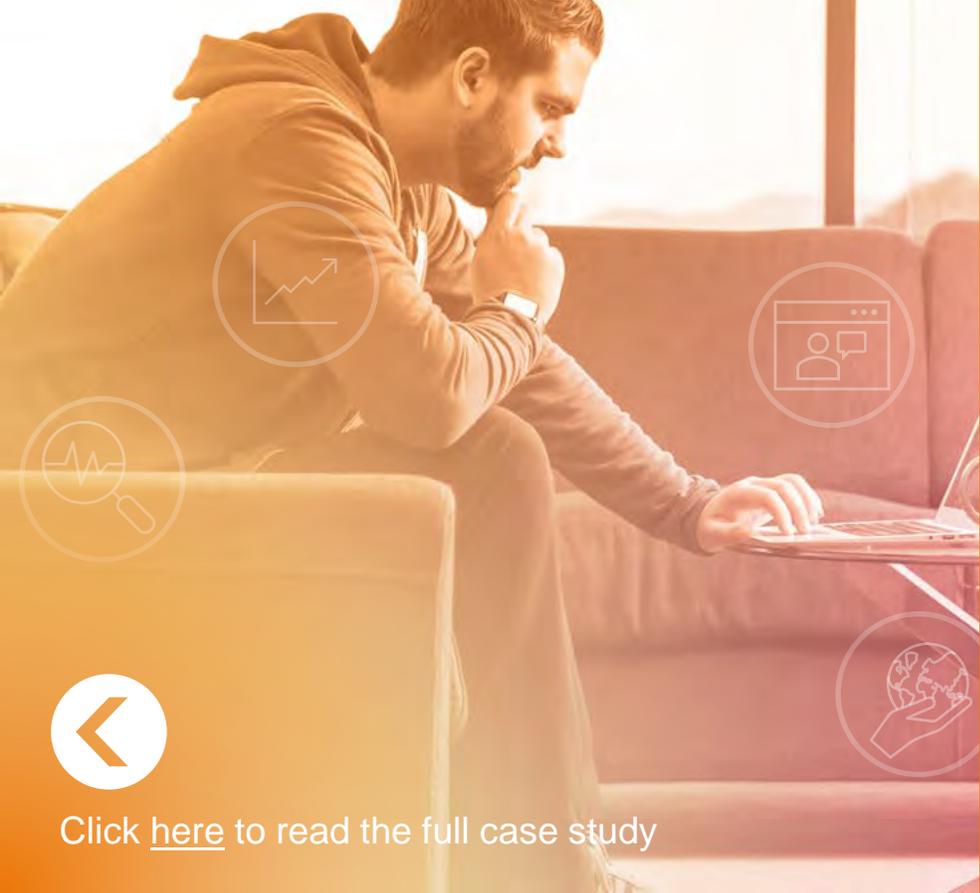
Daniele Belloni, IT Manager at Tacchificio Monti



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Ricoh Interactive Whiteboards support innovative learning



THE CHALLENGE

The East Naples Education Centre offers Italian children the opportunity to learn Chinese and English, in addition to their mother tongue. The school system faces multiple challenges, one of them being the need to operate in different languages across borders. Digitisation is enabling multilingualism in education in ways that weren't previously possible and is essential nowadays as children live in an environment already permeated by digital technology. The school had to look for innovative tools that – complying with ministerial standards – would enable digital learning in the classroom and at home.

THE SOLUTION

The school has installed 9 Ricoh Interactive Whiteboards across its classrooms. The advantages of this technology are interoperability (it's simple to connect the devices with tablets and PCs) and the powerful Optical Character Recognition (OCR) that allows the board to recognise the hand-written Chinese signs and convert them into readable format. Teachers can save documents as PDF with a searchable text function and subsequently distribute them to the students via email. The technology engages students both in the classroom and at home.

BUSINESS IMPACT

- Remote learning
- Cross border, real time teaching
- Multi-lingual education using digital technology
- Integrated school and home learning

“We discovered Ricoh at just the right time: they provided truly cutting-edge solutions to meet our needs”.

Tata De Iuliis, Principle at East Naples Educational Centre



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Sustainable Business

Reduce waste and cost

Ensure employee and visitor wellbeing

Reduce carbon footprint

Grow the business



Accelerate digital transformation



Optimise business operations



Enable hybrid working



Sustainable business





Ricoh Pro T7210 produces PPE during Covid-19 pandemic

THE CHALLENGE

Cartesio Fullcard was established in 1987 as an artisanal shop specialising in cardboard packaging. Today the company works with a variety of materials, including PVC, polypropylene and wood, and its products include retail packaging, point-of-purchase (PoP) displays and general print communication. Cartesio Fullcard's manufacturing process is reliant upon high-tech print and assembly systems and the company invests in technologies that allow it to push design boundaries and offer new applications to clients. It sought new technology to enable printing onto coloured and transparent media.

THE SOLUTION

Cartesio Fullcard now uses a Ricoh Pro T7210 UV flatbed printer to print colour graphics onto rigid and semi-rigid sheets of coloured and transparent media. The Pro T7210's white ink channel enables Cartesio Fullcard to print an opaque layer against which colour graphics really stand out. The Ricoh Pro T7210 has proved so adaptable that during the Covid-19 pandemic, Cartesio Fullcard was able to switch manufacturing from packaging and point-of-purchase display materials to the production of urgently needed protective equipment, including medical facemasks, protective screens and signage.

BUSINESS IMPACT

- Time and cost saving
- Expanded product range
- Eco friendly production
- New application with flexible materials now accessible

“The system is incredibly flexible. It supports a wide range of media, including PET. During the Covid-19 pandemic, it enabled us to switch manufacturing from packaging and PoP to personal protective equipment.”

Enzo Ricci, Production Manager at Cartesio Fullcard



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Ricoh Europe Case Studies



Ricoh Business Solutions

