

Case Study

Global

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Ricoh USA, Inc.

Ricoh USA Becomes the Customer to Help Other Organizations Harness Information, Improve Sustainability and Navigate the New World of Work

"We decided it was important to not only deploy but go through the sales process with Ricoh USA. This would give us real-world experience with Streamline NX so we could better support our customers in the future."

— James Shirkey
National Director, Global
Enterprise Services Delivery
Ricoh USA, Inc.



ABOUT THE CUSTOMER

To say that work has changed is an understatement. It's the most complex work environment in history.

With the influx of millennials into the workplace, there's an increasingly multi-generational dynamic at play—and each generation has different technology preferences and styles for getting work done. Some want to work from home. Some want to work in the office. For global organizations, employees certainly work in different time zones.

Then there's the issue of how information is managed. The cloud and big data, along with the growth of mobile and remote workers, is redefining how organizations address their information infrastructure. To achieve business goals, information needs to flow freely through the organization and be available, adaptable, searchable, intelligible, portable and reusable—anywhere, anytime, from any device.

Providing the right information, at the right time, in the right form also needs to align with the growing focus on environmental sustainability in the business world. Organizations are looking for ways to deliver the information employees need to do their work—while reducing their overall environmental impact without sacrificing business productivity.

CHALLENGE

- Utilize environmental benefits of Ricoh software
- Sell the merits of Streamline NX to internal Ricoh USA IT
- Large MFP fleet—some with software, some without
- Gain confidence in selling Ricoh developed software

SOLUTION

- Embrace corporate-wide environmental stewardship
- Replicate sustainability efforts implemented in Asia and Europe
- Install Streamline NX software application in Ricoh USA locations
- Treat Ricoh USA IT as a customer
- Partnership with Ricoh USA IT from discovery to design to implementation

RESULTS

- Rollout of Streamline NX to Ricoh USA locations
- Reduced power consumption, rules-based printing
- Reduced print output, enhanced security
- Right-sized MFP fleet, elimination of desktop printers
- Fully prepared to provide Streamline NX to customers

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But it's difficult to accommodate the needs of your workforce and further sustainability goals when your technology infrastructure hasn't kept pace. New approaches, new thinking and the right technology are required to handle all of the information impacting business—from capture to access to transformation to management.

Ricoh is no stranger to this “new world of work.” It's transitioning right alongside its customers to a dramatically different way of working to help its employees be more productive, efficient and sustainable. As a global technology company with more than 109,000 employees, Ricoh—just like the many organizations it serves—needed fresh ideas.

CHALLENGE

For decades, Ricoh has been on the front lines of helping other organizations harness the power of their information. By implementing the right hardware, software and services, Ricoh has enabled information to move more freely throughout these organizations—whether in printed or digital form.

So when Ricoh USA operations began transitioning to more modern, open office plans just like its Asian and European counterparts in the new world of work, it was time for Ricoh USA to eat what it cooks.

“We wanted this to be a learning experience to help boost our confidence in Ricoh developed software, primarily Streamline NX, and implement this solution throughout Ricoh USA.”

“Internally, we weren't practicing what we preach when it came to what we speak to and sell to our customers,” said Jared Levine, Senior Manager of Solutions Enablement at Ricoh USA. “We also wanted to utilize the environmental benefits of our software and hardware that is so important to us.”

The Ricoh Group, first established in Tokyo, Japan in 1936, now operates in more than 190 countries. A commitment toward environmental conservation has been at the heart of Ricoh's vision for more than 40 years, but the new world of work had thrust sustainability further into the forefront. Green initiatives first took center stage in Japan and quickly took hold in Europe as well, with both regions implementing new technologies to not only make information work for the organization—but to do so more sustainably.

While working on an implementation of Ricoh's Streamline NX and other related software in Europe, the USA solutions enablement team was inspired to implement Streamline NX throughout its offices in the United States. Ricoh Europe planned to use Streamline NX as their secure print and scanning application across the enterprise, primarily to reduce its carbon footprint and monitor their progress to achieve environmental certifications.

After just one year of running Streamline NX, Ricoh Europe saw a 100 percent return on investment, a 51 percent drop in power consumption and a 26 percent reduction in carbon emissions. The solution also made information more accessible and secure for mobile workers—ultimately helping Ricoh Europe's employees be more efficient and productive in the new world of work.

The impressive sustainability gains brought about by implementing Streamline NX caught the eyes of the leadership at Ricoh USA. Sustainability was playing an increasingly important role for Ricoh globally in the new world of work, with directives to transform the culture by touching every department in the organization.

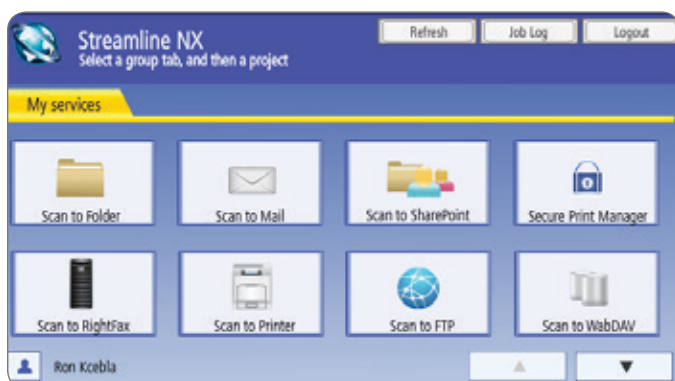
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But before the Ricoh USA solutions enablement team could replicate the European model, it had to sell the merits of the solution to the Ricoh USA IT department. They knew there would be some resistance, since the IT department had just removed 60 local print servers dedicated to a previous workflow solution where significant infrastructure was required to support it. In addition, Ricoh USA IT wasn't fully aware of the available Ricoh software offerings, since only some of the approximately 2,700 MFP devices enterprise-wide included Ricoh software. And those that did were in different stages of being updated.

"There was definitely an opportunity to unify the software on all Ricoh USA MFPs, but we needed to get IT's buy-in to do that," said Levine.

From a sales standpoint, Streamline NX was so new at the time that Ricoh USA had little experience selling and deploying the application. Further muddying the waters, MFPs were under the jurisdiction of each facility and its procurement staff, so Ricoh USA would need to make a strong case for a corporate-wide mandate.

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SOLUTION

At the time, Ricoh USA representatives were still trying to wrap their heads around all of the capabilities of Streamline NX.

This "all-in-one" integrated software application takes the place of about six separate applications—combining workflow solutions for printing, scanning, faxing, device management, accounting and authentication into one convenient platform. To truly understand the capabilities of Streamline NX and how it would impact both Ricoh USA and its customers' operations, Ricoh USA enlisted a unique approach.

"We needed to address all our concerns upfront. We had to have the difficult conversations first to be able to develop best practices."

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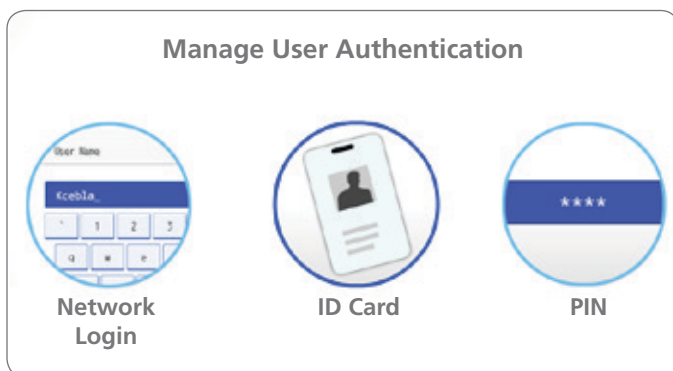
Ricoh USA assembled an internal team to pitch Streamline NX to its new "customer"—members of the Ricoh USA IT department in Atlanta. While the initial concept was intriguing, the IT department had some questions, just as any outside customer would.

First, Ricoh USA IT wanted a strong business justification for implementing Streamline NX. From there, IT wanted a solid value proposition that Ricoh USA could use when talking to other customers.

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“We needed to address all our concerns upfront,” said Rene Glover, Director, Infrastructure Engineering at Ricoh USA. “We had to have the difficult conversations first to be able to develop best practices. Then use those best practices when we talk to our customers about Streamline NX.”

The Ricoh USA sales and IT teams talked through document security and bandwidth concerns. They discussed how employees would authenticate at the device using their ID badges. They crunched the numbers to set expectations for environmental savings from implementing rules-based printing and reducing power consumption.



They collaborated on ways to reduce IT assets and how to implement redundancy and failover capabilities. They put plans in place for support and keeping Streamline NX up to date post installation.

“It’s the same exercise Ricoh USA would go through talking to a customer,” said Mike Durante, Manager, Implementation at Ricoh USA. “You need to get the right people from Ricoh USA talking to the right people in the customer’s operation so you can really understand their environment and walk through the process hand-in-hand.”

Ricoh USA and its IT department engaged in an in-depth discovery process, building the requirements for an implementation, providing a proof of concept, fielding questions and determining IT’s specific needs. The exercise paid off. In the end, Ricoh USA IT agreed to a pilot test of Streamline NX in its Atlanta office. After a couple weeks of testing, the IT department was fully on board with rolling out the solution enterprise-wide.

“These are teams within Ricoh USA that normally don’t interact,” said Durante. “But we worked well together—all the way from discovery to design to implementation.”

RESULTS

What began as an exercise for Ricoh USA to eat what it cooks turned into an extremely palatable solution that Ricoh USA can now serve to its customers.

About a dozen Ricoh USA locations are currently using Streamline NX for printing, scanning and faxing. Going forward, Ricoh USA sales and IT teams will collaborate to take advantage of the reporting functions within Streamline NX.

The enterprise-wide implementation of Streamline NX is ongoing. This application is being deployed beyond Ricoh USA open-office, new world of work environments. It will be rolled out to all Ricoh USA locations—from more traditional office spaces to warehouses to transfer centers.

“Our demo room is now our own office. We can take customers right into the bullpen and show them how we’re using Streamline NX internally.”

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Environmental Gains, Strengthened Security

With Streamline NX, Ricoh USA is now able to reduce its power consumption by putting MFPs to sleep when not in use. It's enforcing rules-based printing—black and white and duplex by default—and print abandonment when jobs aren't picked up. It's also reduced the amount of printed output, as employees make decisions at the device if they want to release their job or not. And there's no waste around the devices for jobs that aren't picked up.

Streamline NX also gives the Ricoh USA IT team a powerful web-based tool to generate detailed reports to monitor the performance of the fleet. They can also track user volumes for individuals, workgroups or departments to ensure more cost-efficient, environmentally responsible printing.

On the security side, user authentication protects sensitive information by restricting access to critical documents. Employees now simply swipe their ID badges at the device to securely scan to their email and/or print their documents.



Equipped for the New World of Work

With the implementation of Streamline NX, Ricoh USA was able to reduce and right-size its MFP fleet and help eliminate in-office desktop printers. The new MFPs equipped with Streamline NX software have been extremely well received by Ricoh USA employees as they transition to the new world of work. The technology is accepted as the new normal and it has greatly improved the speed of printing at the locations where it's now installed—enabling Ricoh USA's increasingly mobile workforce to print anywhere, anytime, from any device.

"Anyone in the new world of work environment is transient," said Tom Duncan, Director, End User Services at Ricoh USA. "Being able to print from any device is a big deal."

Ready for Customer Deployments

A unique approach to treat Ricoh USA IT as its customer fully prepared the sales team to take Streamline NX to market. By walking through all the steps in the sales process internally—from discovery to design to implementation, Ricoh USA gained priceless knowledge and expertise that will translate to improved outcomes for its customers.

"We believe in our new workflow and we are using it," said Levine. "Our demo room is now our own office. We can take customers right into the bullpen and show them how we're using Streamline NX internally."

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