

# Case Study

manufacturing

**RICOH**  
imagine. change.

Ricoh ignites a true print transformation as two powerhouse companies become one global food giant

*As company investors eye future acquisitions—additional companies or new factories—their new print environment is now prepared for anything the expansion brings.*

## ABOUT THE CUSTOMER

As mergers go, it's often a monumental task bringing two companies together with distinct cultures, processes and technology. Tensions can erupt, threatening business, productivity and the bottom line.

There were many factors to consider. How do you accommodate the diverse work styles of an increasingly inter-generational workforce to remove organizational barriers and make employees more productive? What type of technology infrastructure is needed to transform information and make it easily accessible and useful to employees? How do you manage the flow of increasing amounts of information, making it secured, searchable, optimized, governed and adaptable?

Ricoh had partnered with one of the companies for nearly a decade, and spent years implementing a true print transformation—streamlining the food giant's print environment to bring continuity, visibility and cost savings to the organization in North America. With the merger of the two powerhouse companies now complete, it was time to take the transformation to the global stage.

## CHALLENGE

While there are hundreds of brands and multiple synergies between these two multi-billion dollar companies, market focus for each company resided distinctly along geographic lines. One company was exclusively focused on North America, while the other company was a global entity. Due to restrictions around printing and support issues in certain countries, the two companies believed it would be difficult to synchronize printers throughout all of their worldwide locations.

### CHALLENGE

- Two giants merging, differing cultures
- Mandate for \$1 million in first-year, print-related operational savings
- Multiple print vendors, procurement structures, lease and service levels
- Non-optimized print environment, policy variations

### SOLUTION

- Ricoh as one strategic partner for print transformation
- Ricoh's Managed Document Services
- Ricoh project management
- Applications administration
- Equitrac® and RICOH @Remote™ Enterprise Pro
- Widespread cost control measures

### RESULTS

- Exceeded operational savings mandate
- Significantly reduced print and color output
- Smooth transition, increased uptime, few complaints
- Additional process transformation opportunities

## Case Study



In addition to wanting a streamlined print environment, a cost-cutting mandate was put in place. Total expenses related to printing needed to be reduced by 20 percent to save \$1 million in operational costs in the first year.

The global company had multiple print vendors with multiple contracts. There were varying lease terms, service levels and in some cases, no service levels at all. There was also no standardization in place for print devices, print optimization or print policies between all of the locations.

Ricoh had already implemented a streamlined print environment for the North American company—reducing equipment vendors from nearly a hundred to one and decreasing print devices and print output by more than 80 percent. Now, functioning as this organization's one strategic partner for devices and support through a Managed Document Services (MDS) contract, we supplied and supported the entire print environment across all of their North American operations.

As the relationship continued to grow, we had uncovered more and more ways to increase capabilities and decrease costs. For instance, we standardized the forms printing solution at multiple sites, resulting in more than \$1 million in savings by eliminating the high cost of using pre-printed forms.

We implemented a "print anywhere" environment with Equitrac Follow-You Printing® for end users throughout three headquarter locations that had just transitioned to an open workplace with no assigned seating. This effort resulted in a 59% asset reduction, the ability to print from one standard print queue as well as mobile printing. The Follow-You printing solution was tied in with card authentication software at the device, so service reports about device usage—including duplex printing rate and print volume tracking—could be developed.

We also furthered environmental goals, saving more than 2,000 trees in one year and a three-month supply of paper along with shifting one-third of the company's workforce to duplex printing. In addition, we had saved the company three months worth of CO2 emissions, attained monthly energy savings of 69 MWh and reduced monthly electricity costs by \$18,000—resulting in a \$1 million savings over the life of the contract.

However, all of these achievements had been North American centric. Given their new global footprint, the merged companies needed a partner that would not only transform their print environment and meet the \$1 million cost savings mark—but deliver solutions and support globally.

Due to restrictions around printing and support issues in certain countries, the two companies believed it would be difficult to synchronize printers throughout all of their worldwide locations.

## Case Study



### SOLUTION

With a solid track record of proven solutions, sizeable cost savings achieved with the North American company, as well as other Ricoh operations in 200 countries and territories, we emerged in early 2016 as the one strategic partner to streamline and optimize the newly merged print environment for the global food giant. With that, the clock officially began to achieve the \$1 million first-year operational savings.

We began by conducting site assessments throughout the global company's North American locations. From there, we reduced and right-sized the print fleet and standardized technology at these locations. Then, we optimized the fleet to decrease paper per user as well as costly color consumption.

We expanded Equitrac® intelligent print management software to provide complete accountability—insight into how many pages were being printed at each device, and by which users—and instituted cost saving print control policies. We also integrated RICOH @Remote™ Enterprise Pro with the printing fleet to manage all of the networked devices across all locations.

We provided change management services to smooth the transition to the new print environment for employees, and communicated the environmental benefits of the program—which helped mitigate resistance to change brought about by new printing policies.

The print transformation has been nearly invisible to employees. Thanks to our expertise in planning, coordinating with multiple locations and switching out printers, company leaders heard few complaints from employees during the transition.

The print transformation has been nearly invisible to employees. Thanks to our expertise in planning, coordinating with multiple locations and switching out printers, company leaders heard no complaints from employees during the transition.

With the groundwork laid for the print transformation, we are now onto the next frontier—helping to improve their information management. To this end, we conducted site surveys at multiple factory and logistics locations, and will soon deliver additional opportunities to transform their processes and reduce their operational expenses.

### RESULTS

With the print transformation such a success, we are now working to replicate the program at the remaining global locations. Teams have been assembled to implement the solutions and provide local service and support throughout the regions. And as company investors eye future acquisitions—additional companies or new factories—their new print environment is now prepared for anything the expansion brings.

#### Surpassing \$1 million in savings

Not only did the global food giant meet their cost savings mandate, they exceeded it. With Ricoh as their one strategic partner for everything printing, the company logged \$1.21 million in operational cost savings during the first year of the transformation.

## Case Study

**RICOH**  
imagine. change.

### Reducing print and costly color output

Prior to working with us, the company with worldwide locations was printing approximately 10 million pages per month. With their new streamlined print environment, these locations are generating about half that. And color output—which costs about ten times as much per page as a black-and-white print—has been reduced to less than 10 percent in the organization.

With Ricoh as their one strategic partner for everything printing, the company logged \$1.21 million in operational cost savings during the first year of the transformation.

### Increased uptime, fewer complaints

With Ricoh's MDS, there has also been more uptime throughout the fleet and information flows more freely to keep employees productive. Company leaders know this because they have seen a 25 percent decrease in the number of job tickets and complaints throughout the organization.



[www.ricoh-usa.com](http://www.ricoh-usa.com)

Ricoh USA, Inc. 70 Valley Stream Parkway, Malvern PA 19355 | 1-800-63-RICOH

CS-262-RIC ©2018 Ricoh USA, Inc. All rights reserved. Ricoh® and the Ricoh logo are registered trademarks of Ricoh Company, Ltd. All other trademarks are the property of their respective owners. The content of this document, and the appearance, features and specifications of Ricoh products and services are subject to change from time to time without notice. Products are shown with optional features. While care has been taken to ensure the accuracy of this information, Ricoh makes no representation or warranties about the accuracy, completeness or adequacy of the information contained herein, and shall not be liable for any errors or omissions in these materials. Actual results will vary depending upon use of the products and services, and the conditions and factors affecting performance. The only warranties for Ricoh products and services are as set forth in the express warranty statements accompanying them.