



CASE STUDY:

Global pharmaceutical company supports the worldwide exchange of ideas by partnering with Ricoh

This pharmaceutical company engaged Ricoh to deliver standardised communications services globally, facilitating collaboration, cutting administration volumes and costs, and improving productivity.

COMPANY & CHALLENGE

This leading company produces pharmaceutical products, with more than 40,000 employees worldwide engaged in research and development, manufacturing, distribution, and marketing.

Ensuring the continuous flow of information between employees is critical to the success of this company. But relying on more than 100 global partners for communications solutions led to wide differences in room designs and equipment settings. Users were frustrated at the lack of enterprise-wide standards and admin volumes were enormous, so how could the company simplify its approach to support more effective global collaboration?



OBJECTIVES

This company has teams working across more than 80 countries that regularly collaborate using videoconference sessions to discuss research and development and to monitor production and commercial performance. Even before COVID-19, the company prioritised remote collaboration, using Cisco solutions across all locations. With the manufacturer operating an indirect sales model, the company turned to local distributors to supply, install, and support the audiovisual (AV) equipment, engaging more than 100 partners globally.

Managing so many supplier relationships, contracts, and pricing structures was hugely complex and meant the company had no consolidated view of global spending on AV solutions. Whenever the company wanted to add new meeting rooms at a site, the tender process to identify the right partner would consume large amounts of time and back-office resources. And in countries or regions where no local Cisco partner was available, the company would dispatch its own implementation team from Europe, incurring added costs.

Inevitably, local partners used different installation methodologies, layouts, and display configurations for the

Cisco equipment, creating confusion for business users moving between rooms and locations. Frequently, employees would spend unnecessary time deciphering unfamiliar dial-in processes or touch panel settings when attempting to join videoconference sessions, hampering productivity and efficiency.

A new approach was urgently needed to support more effective information sharing. Launching a rethink of its communication strategy, the company looked for a way to streamline administration, accelerate purchasing and delivery of AV solutions, enhance governance, and improve the user experience.

SOLUTIONS

The company recognised that moving to a standardised approach would deliver significant commercial and operational benefits, and issued a tender to find a single Cisco partner with a worldwide footprint. In the request for proposal, the company emphasised the importance of a responsive service desk to support every global location and timezone, 24/7/365. After assessing vendor responses, the company identified Ricoh as the standout option and selected an end-to-end managed service for Cisco AV equipment and meeting rooms.



When planning a new meeting room, the company now simply requests Ricoh to dispatch presales teams and engineers to conduct a site survey. The survey checks variables that could affect the installation and performance of AV equipment, such as wall thicknesses and flooring. Along with a quote for the implementation, the Ricoh team provides a recommendation for the AV equipment based on predefined models for small, medium, large and auditorium-sized meeting rooms. Each room type features a standardised design, with pre-set screen location and height settings, cable positions, and display configurations, along with fixed pricing.

Once approved by the company, Ricoh implements the equipment, including microphones, network solutions, and codecs, and connects the room to a global support desk. So far, Ricoh has delivered more than 1,200 meeting rooms for the company across Scandinavia, central Europe, Asia, and the United States.

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Ricoh was the only vendor with genuinely global delivery capabilities. Where other providers offered country-wide or regional coverage, Ricoh met the requirements for AV services and support across every time zone and location.

Michael Nielsen, Sales Director for AV Services, Ricoh Denmark

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Working with Ricoh has enabled the company to rationalise its global communications strategy, making life so much simpler for administrators and business users. As we move into the post-pandemic world where remote collaboration will become even more important, the Ricoh service will facilitate the flow of ideas between employees and support ongoing pharmaceutical innovation

Michael Nielsen, Sales Director for AV Services, Ricoh Denmark



BENEFITS

With Ricoh as a global partner, the company has dramatically simplified the purchase, deployment, and management of its Cisco AV equipment. Time-consuming, admin-heavy procurement processes are now much quicker, leaner, and more efficient. The company has eliminated the need for multiple tender processes, and now simply contacts Ricoh to perform a survey, provide recommendations, and deliver AV solutions based on predefined standards.

The comprehensive global service from Ricoh has also helped to reduce costs, as the company no longer has to fly out installation teams to sites where no local vendor was available. Managing AV equipment in these locations often proved difficult in the past, as lack of expertise on the ground meant that even minor technical issues could have a major impact on quality of communications. Now, the company can reach out to the Ricoh service desk any time of the day or night to solve problems and ensure high performance of the Cisco solutions.

In addition, the company now benefits from full visibility of its global spending on AV equipment and meeting rooms, with Ricoh providing reports tracking project costs in granular detail. Furthermore, the fixed pricing agreement with Ricoh helps the company to align budgets with its plans for new meeting rooms.

By implementing global standards for meeting room design and AV equipment, the company has also enhanced governance and reduced operational risk. With the Ricoh service, no users can install poor-quality third-party AV solutions that could lead to security issues when connected to the corporate network.

Crucially, the Ricoh solution has transformed the user experience. Standardised equipment, display settings, and interfaces make launching videoconference calls much simpler and faster, improving productivity and facilitating more effective collaboration. Employees can easily start ad-hoc meetings and huddle room sessions with colleagues worldwide to tackle research problems or discuss business strategy.

ABOUT RICOH

Ricoh offers innovative services and solutions for the digital workplace, enabling people and companies to use smart working more widely. For 85 years, Ricoh has helped to transform workplaces with document management solutions, IT services, communication services, commercial and industrial printing, digital cameras and industrial products.

Headquartered in Tokyo, Ricoh operates in more than 200 countries. In the financial year ending March 2020, the company had global sales of \$19.06 billion.

For more information, visit www.ricoh-europe.com

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