



CASE STUDY:

Integrated Enterprise Content Management for Magazine zum Globus AG

GLOBUS

Digitalising documents, retrieving them from anywhere, processing and archiving as required by law.

GLOBUS – SAVOIR VIVRE

Magazine zum Globus AG is a Swiss retailer that offers customers premium products for various areas of life, ranging from clothing through furniture to delicatessen items: Globus knows how life can be enjoyed, according to the motto “Savoir vivre”. Founded in 1907, the company was owned by the Migros Group between 1997 and 2020 before being sold in 2020 to a joint venture of Austrian Signa Holding and Central Group of Thailand. This conglomerate already has department stores in Germany, Italy and Denmark. In Switzerland branches of Globus can be found in all cities.

WANTED: A FULL-SERVICE PROVIDER FOR ENTERPRISE CONTENT MANAGEMENT

After Globus was sold and left the Migros Group, the company was faced with the challenge of accomplishing a “carve-out” from all IT systems of the Migros Group – and of achieving this as quickly as possible. The aim of a carve-out is to implement the IT requirements of the spun-off division, in this case Globus, entirely independently of the systems of the former parent company. “We had to extract some 75% of all IT services of Globus”, says Giovanni Odoni, Head of IT Business Solutions at Globus, the man with overall responsibility for the IT carve-out. This is why Globus was on



the look-out for a full-service provider for Enterprise Content Management (ECM), with the aim of digitalising documents, retrieving them from anywhere, and processing and archiving them as required by law. Already a partner for printers and multifunction devices, Ricoh was invited to present its integrated ECM concept to Globus.

A MODERN ECM ECOSYSTEM

When creating the concept, the Ricoh team relied on maximum integrity, security of investment and cutting-edge technology. Ricoh's ECM concept thus brings together Swiss technologies from the relevant market leaders and pioneers in their ECM fields. The concept encompasses the following three key areas:

- **Digital Mailroom:** In the field of Intelligent Capturing (iCapturing) Ricoh depends on leading technology from its Swiss partner TCG Informatik AG, who has assumed a pioneering role in Switzerland's data capture market.
- **Digital Storage:** Since taking over DocuWare GmbH in 2019, the Ricoh Group offers its own comprehensive ECM portfolio, including archiving as required by law (conforming to the Swiss Accounts Ordinance).

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I would like to thank all staff for their contribution to achieving the project goals.

Strong involvement of business from the outset is a given for project management at Globus, but this is undoubtedly also a factor for success.

GIOVANNI ODONI

HEAD OF IT BUSINESS SOLUTIONS

MAGAZINE ZUM GLOBUS AG

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« The steady advance of digital transformation is clearly illustrated by this project. Despite having already digitalised the procedure for electronic document processing at Globus five years ago, we have now managed to achieve significant improvements in efficiency as well as cost savings. This is of course also thanks to the technological advances incorporated in Ricoh's solutions. »

RENATO MASCHERONI

BUSINESS ANALYST, MAGAZINE ZUM GLOBUS AG



- **Digital Processes:** To accommodate the request for SAP-integrated and digital processing operations, Beck IT GmbH, the No. 1 provider of standard add-ons in the context of SAP Business Workflow, was called to the table together with its maxflow® products. This enabled Ricoh to also adapt and optimise SAP workflows for Globus.

Globus was impressed by the concept, which took all aspects of a modern ECM ecosystem into account. The next step was realisation. As time was short, the workshops started simultaneously with the contract negotiations. It was possible to juggle them together thanks to Ricoh's agile approach combined with its wealth of experience as an ECM specialist and general contractor. "One of the success factors on the project was the marked customer focus and adaptability shown by Ricoh", comments Giovanni Odoni. "Ricoh quickly realised that its rather classic project management style was strongly driven by dynamics and agility at Globus."

Ricoh immediately adapted its work method and dedicated itself to attaining the degree of speed desired by Globus. "That's true customer orientation", added a delighted Giovanni Odoni. At the workshops attendees got down to defining optimised SAP processes and modelling with Business Process Model and Notation BPMN, the standard for the description of business processes.

Finally, over 25 million documents from the Migros ECM system had been migrated to the new DocuWare archive. An upstream iCapturing solution was also installed, slashing the time required for scanning operations. This is achieved through the use of artificial intelligence.

GOAL ATTAINED: IMPROVEMENT IN EFFICIENCY AND COST SAVINGS

Structured and agile project management by Ricoh allowed the ECM complete solution to be realised at the company by the deadline specified, within the agreed cost framework and to the required quality standard. "Compliance with the Magic Triangle in project management may have led to lively debate on some occasions, but a relationship based on partnership and the strong focus on a common goal meant it was always possible to find ways and means of ensuring the success of the project," was the verdict of Giovanni Odoni, Head of IT Business Solutions.

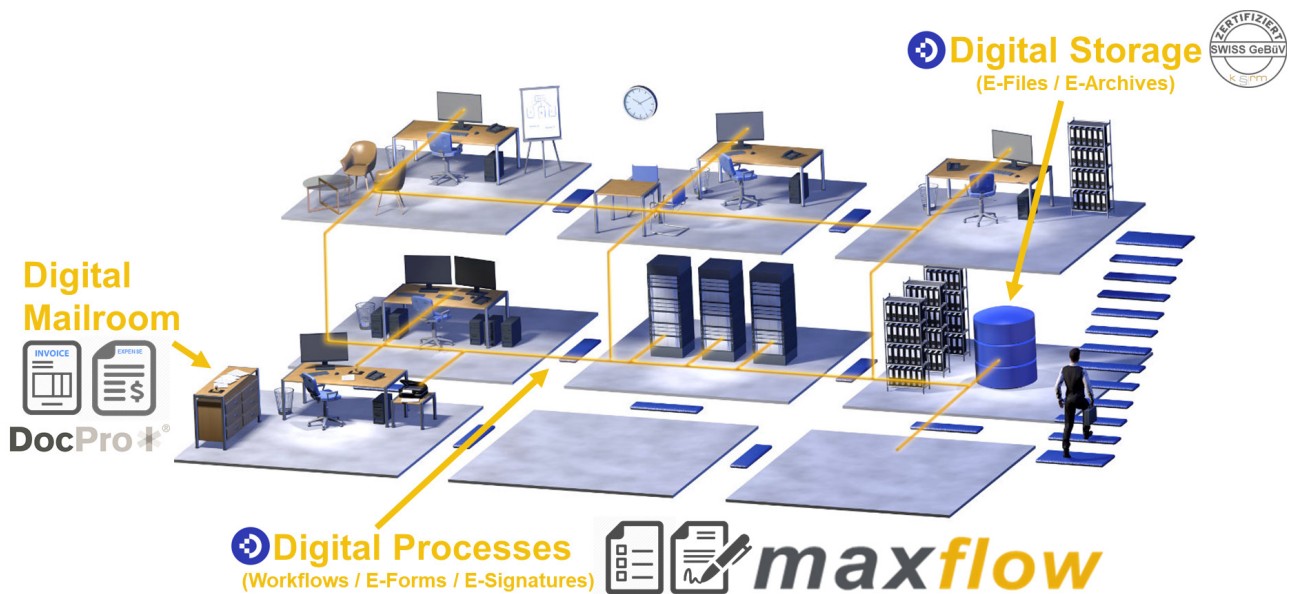
Since implementation of the new ECM concept there has been a massive improvement in the efficiency of the staff responsible for document management, in particular in terms of document scanning (Digital Mailroom) and the filing and retrieval of information. The optimisation and digitalisation of processes additionally allows Globus to cut costs. Giovanni Odoni is not revealing the precise figure, but describes the savings from optimisation as "significant" in comparison with the previous solution.

Following such successful cooperation in the field of Enterprise Content Management, Ricoh has now been asked to install solutions for another of its business segments: Communication Services for the equipping of meeting rooms at Globus.



From left to right: Gianni Grotto, Key Account Manager Ricoh Switzerland Ltd., Giovanni Odoni, Head of IT Business Solutions, Magazine zum Globus AG, Renato Mascheroni, Business Analyst, Magazine zum Globus AG, David Wagner, Senior Solution Consultant, Ricoh Switzerland Ltd., Daniel Elsener, Head of Digital Services, Ricoh Switzerland Ltd.

THE RICOH CONSULTING APPROACH AT GLOBUS



Learn more about our ECM solutions and meet our Consulting Team (website in German):



Daniel Elsener, Head of Digital Services and David Wagner, Senior Solution Consultant at Ricoh Switzerland Ltd.

ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services that enable individuals to work smarter from anywhere.

With cultivated knowledge and organizational capabilities nurtured over its 85-years history, Ricoh is a leading provider of digital services and information management, and print and imaging solutions designed to support digital transformation and optimize 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).

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