



CASE STUDY:

Federation of Migros Cooperatives –
Optimal implementation of
meeting room infrastructure

MIGROS

Smarter working thanks
to audio-visual solutions
from a single source

A COMPANY OF SUPERLATIVES

In August 1925 Migros founder Gottlieb Duttweiler sent his first five sales lorries out on to the streets of Zurich. More than 95 years later, Migros is Switzerland's largest retail company. In 1941 the private limited company Migros was transformed into regional cooperatives and the Federation of Migros Cooperatives (MGB) was founded. As the Migros service provider, MGB's employees contribute to Migros' success along the entire value-added chain - from choosing the merchandise and procurement, to production, transport and advertising. In addition, MGB owns diverse subsidiaries from the industrial, travel, logistics, commercial and financial services sectors. It also manages Migros'

nationwide cultural and social activities as well as the Club Schools. A total of 2,479 people work for MGB at its headquarters in Zurich and various other locations.

DIGITAL SOLUTIONS FOR HYBRID COLLABORATION

Migros offers its employees flexible working models. Accomplishing goals is paramount and so the workplace is always where tasks can be performed most effectively. This kind of collaboration requires state-of-the-art digital solutions.

These include video-conferencing solutions that enable employees and customers to hold meetings



regardless of where they happen to be. The challenge facing Migros was that the video-conferencing solutions in its meeting rooms were not homogenous and were thus not as easy to use as they might have been. Ricoh was therefore asked to develop a homogenous concept for the meeting room infrastructure.

Time was of the essence, as COVID-19 had increased hybrid collaboration and there was brisk demand for the video-conferencing systems. For Migros it was also important to have a single partner that would supply both the hardware and the support and maintenance services. As Ricoh had been providing excellent printing services for many years, the company was chosen as the audio-visual systems integrator.

DESIGNING THE COMPLETE PACKAGE

The Ricoh team got to work straight away and after sifting through its extensive portfolio and studying Migros' needs finally selected an audio-visual (AV) solution from Yealink. Yealink is a global brand that specialises in video-conferencing and collaboration solutions with a reputation for best-in-class quality, innovative technology and ease of use. Within just two



Ricoh re-equipped 103 meeting rooms in record time.

All parties involved with implementing the project and services delivered flawless execution.

BRUNO D'ANGELO

*DEPUTY HEAD M-ONSITE-EAST
FEDERATION OF MIGROS COOPERATIVES*



« Having hardware and services provided by the same supplier makes our daily work a lot easier. »

MARIN BALJAK

HEAD OF UNIFIED COMMUNICATIONS
FEDERATION OF MIGROS COOPERATIVES



months, 103 video-conferencing solutions were put into operation at various Migros sites. By the end of 2021, the solution had been rolled out to a total of 200 rooms with further installations planned over the next few years.

In addition to the video-conferencing system, Yealink room panels were also installed (see photo below). Mounted outside the meeting rooms, they show whether a room is occupied or available.



The complete package of meeting room equipment also includes Yealink telephones as well as Samsung monitors and video walls. It was important to Migros that Ricoh not only supplied the hardware but also the maintenance and support services. Ricoh therefore put together a package tailored to Migros' needs that includes the following services:

- **Helpdesk Support:** Dedicated Ricoh helpdesk for Migros employees.
- **Central knowledge base:** Information collected at Ricoh's European AV Network Operation Centre is made available to Migros.
- **Remote diagnostics:** Equipment is monitored in real time so that problems

can be detected, diagnosed and resolved before they have an impact on usage.

- **Room/Device automation:** Automating background processes ensures that devices are ready for use.
- **On-site support:** If required, a technician will be sent to provide on-site support.
- **Asset register:** Ricoh maintains a detailed register that provides insight into the lifecycle and location of the products and solutions.
- **Warranty management:** Ricoh provides a single point of contact for any issues and processes any warranty claims.
- **Data analysis:** Thorough analysis provides actionable insight into device utilisation and room occupancy to help planning for the future.
- **Escalation:** A Service Delivery Manager is available for any escalations.

The implementation of hardware and software elements produces an optimal infrastructure for the meeting rooms, tailored to the needs of Migros. Like the printing solution already in use at Migros, this complete concept was implemented throughout Switzerland.

The meeting rooms now all have a homogenous infrastructure that is easy to use for the employees. The combination of hardware and services provided by Ricoh means that Migros employees no longer need to worry about getting equipment to function properly themselves leaving them free to focus on their core duties.



From left to right: Gianni Grotto, Key Account Manager, Ricoh Switzerland Ltd., Christian Funke, Business Development Manager, Ricoh Switzerland Ltd., Bruno D'Angelo, Deputy Head M-Onsite-East, MGB, Nicola Beetschen, Account Manager, 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 2021, Ricoh Group had worldwide sales of 1,682 billion yen (approx. 15.1 billion USD).

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