

Case Study

legal

RICOH
imagine. change.

Baker & Hostetler LLP

Partnership Empowers New Identity for Law Firm

"The implementation of the new copy center and equipment was flawless."

Office Administrator for
Baker & Hostetler LLP

ABOUT THE CUSTOMER

Founded more than 90 years ago in 1916, Baker & Hostetler is among the nation's 100 largest law firms with 600 attorneys coast-to-coast across 10 offices. Its four primary practice groups are Business, Employment, Litigation and Tax. Known as "Counsel to Market Leaders," Baker & Hostetler's lawyers help clients establish, maintain and protect market-leading positions across the United States and around the world. Clients include businesses and individuals considered leaders globally, nationally, regionally and locally. Many are at the top of their market segments, and many are household names. Others are leaders of the future — companies with the aspiration and foresight to drive tomorrow's high-growth industries.

CHALLENGE

Baker & Hostetler was concerned with low service levels and quality from their long-standing document management vendor in their Cleveland location. The firm was forced to outsource jobs that could not be completed in the on-site copy center managed by the vendor. At the time, Baker & Hostetler was also creating a new branding identity, and the firm's vendor had been unable to accurately reproduce the special color which had been chosen for the new logo. In addition, the firm needed a new system implemented that would inventory all collateral online, so that it could be accessed and ordered by employees in all 10 locations across four time zones. Baker & Hostetler decided to look for a new partner that could better meet their needs.

CHALLENGE

- Poor service from document management vendor
- Inefficient and costly off-site outsourcing
- On-site vendor could not support marketing document and color requirements

SOLUTION

- On-site managed services and off-site document production
- Customized online marketing document order system
- Bates labeling and scanning
- Award-winning Ricoh Service ExcellenceSM methodology

RESULTS

- Substantial reduction in related expenses
- Increase in efficiencies and productivity
- High user acceptance
- New services and technology

Case Study



SOLUTION

After considering multiple vendors, Ricoh was selected to conduct an assessment of the Cleveland location's convenience fleet and copy center. The assessment included a survey of the office administrative staff and a roundtable discussion. Ricoh also spent time with the marketing department to understand its needs. "We ultimately chose Ricoh because of their presence in the legal market, their ability to respond to our marketing department's requirements, and the quality of the on-site staff," said the Office Administrator.

Over the course of two days, the entire convenience fleet in Cleveland was replaced, and the Copy Center was cleaned, repainted, reconfigured, and renamed the "Document Resource Center." "The implementation of the new copy center and equipment was flawless," said the customer. "Ricoh brought in the right team to quickly and efficiently complete the project, and worked very well with the exiting vendor."

The Document Resource Center is staffed with five Ricoh professionals who handle not only copy projects, but also provide assistance in the firm's mail room and library. With the PowerPress® universal server, work can be spread across multiple devices, effectively reducing production time. Today, employees across all locations can order customized marketing documents online to be produced (including printing, cutting and binding) and promptly delivered to them. Special projects are effectively managed at one of Ricoh's many off-site locations. Other services provided include scanning and Bates printing. An estimated 400 Baker & Hostetler employees use Ricoh's services today.

Ricoh strictly follows its award-winning service methodology, known as "Ricoch Service Excellence," to drive the quality, performance and delivery of each and every project.

RESULTS

"We are extremely happy and pleased with the quality of the work performed and fast turnaround, and with the expertise and professionalism of the Ricoh team," said the Office Administrator. "Ricoch is very diligent in meeting with us quarterly to review their performance and make sure that our needs continue to be met."

Baker & Hostetler has seen a remarkable increase in the volume of printing done on-site with a smaller team, resulting in an increase in productivity for their administrative staff, and a substantial decrease in the firm's expenses.

The change has been especially dramatic for the firm's marketing department. "Ricoch has empowered our attorneys by providing them with high-quality marketing materials they can confidently use in their engagements," said the Director of Marketing. "The on-site staff is very qualified — they are very responsive, understand our needs and know how to solve problems. Our previous vendor could not match the level of quality Ricoh provides."

www.ricoh-usa.com