

Case Study

eDiscovery

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Discount Tire

Discount Tire leverages OpenAxes as a Ricoh eDiscovery Managed Services Solution to gain insight into their data repositories

"I was impressed with the Ricoh and OpenAxes solution and knew we could quickly make gains around here. I also called around and heard nothing but high marks and stories of salvation from regulated public companies, Fortune 500 companies and others that had implemented the software."

– Chris Henrichsen
Risk Business Segment Leader
Discount Tire
Scottsdale, Arizona



ABOUT THE CUSTOMER

Nearly 60 years ago, Discount Tire was born with a stock of just six tire types and an ambitious drive to grow an empire by connecting to the community and cultivating relationships with employees and customers. That vision paid off. Today, they are the largest independent tire and wheel retailer in the U.S.

The company vision is still the same as their early days. But clearly things have changed. There's massive amounts of data in use and stored at their nearly 1,000 retail operations, 29 regional offices and the corporate headquarters in Scottsdale, Arizona. While the workflows for each were firmly established, they had disparate information sources across their large environment—with no efficient way to gain insight into their data repositories.

Approaching their seventh decade in business, it was time for major change. Information was becoming an increasingly critical part of doing business, and unharnessed data was affecting many departments, from legal and compliance to security and IT.

Following a chance introduction with Chris Henrichsen, who had been recently appointed as the Risk Business Segment Leader at Discount Tire, Ricoh's eDiscovery Specialist used the OpenAxes solution to demonstrate how Ricoh could solve Discount Tire's data challenges, while helping them become an empowered digital workplace.

CHALLENGE

- Massive amounts of disparate data
- Need for defensible electronic legal hold process
- Limited existing technology and internal resources
- Solution to apply across the enterprise

SOLUTION

- Ricoh eDiscovery Managed Services
- OpenAxes technology solution
- Centralized legal hold system
- Future application potential for compliance, risk and IT

RESULTS

- Secure access to disparate data repositories
- Potential to remove risk and enhance compliance
- Fast set up and easy tracking for legal holds

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CHALLENGE

Discount Tire’s most pressing need was to find and implement an electronic legal hold solution—software that stores and tracks potential legal evidence, which is generally email or unstructured files on a fileshare server. There had been no incident where the legal hold process had failed, but they wanted to prevent a breakdown that could occur with their manual process of issuing letters and then hoping recipients would retain the data accurately.

“We’re a 57-year old company and we weren’t aware of the pitfalls that could take place with legal holds,” said Henrichsen. “There are not a lot of legal hold issues here, but I wanted a proactive, offensive solution as opposed to defensive and reactive.”

Prior to engaging Ricoh for the OpenAxes solution, Discount Tire had technology in place for about six months that they intended to use for legal hold notifications, tracking and release. But its capabilities were limited, so it was only being used for administrative workflow tasks, and was not suited to solve their challenges around data management.

“With the technology we originally had, we hadn’t installed the software that could do the legal holds for us in an electronic environment,” said Henrichsen. “It was doing a good job of getting rid of paper, but it was not being used for information governance.”

Discount Tire also began looking beyond legal hold functionality. Henrichsen wanted a technology solution that could house and analyze data across the enterprise for information governance, security and business intelligence.

Ricoh’s eDiscovery team implemented OpenAxes for Discount Tire quickly, by prioritizing the automation of their legal hold process.

SOLUTION

The chance introduction on the ball field became a six-month proof-of-concept for Discount Tire to experience and test the OpenAxes solution through Ricoh’s eDiscovery Managed Services, or Software-as-a-Service (SaaS) solution.

OpenAxes is an on-premise identification, collection, smart culling and legal hold technology solution that resides behind an organization’s firewall. It provides insight into an organization’s information and control of their unstructured data.



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Through Ricoh's eDiscovery Managed Services, a customized OpenAxes hosted solution was developed for Discount Tire including the implementation of specific features, fixed monthly costs, and full support. Ricoh managed everything: installation, configuration and updates to the software on an ongoing basis. With a centralized legal hold system, Discount Tire could now automate their legal hold process and expand it to locate relevant data throughout their entire network going forward.

"I was impressed with the Ricoh and OpenAxes solution and knew we could quickly make gains around here," said Henrichsen. "I also called around and heard nothing but high marks and stories of salvation from regulated public companies, Fortune 500 companies and others that had implemented the software."

This vote of confidence from other similar organizations was exactly what Henrichsen needed to hear to proceed with confidence. It also mitigated internal resistance from others in the organization who were fatigued by yet another product that promised to "do it all."

Ricoh's eDiscovery team implemented OpenAxes for Discount Tire quickly, by prioritizing the automation of their legal hold process. All identified data was ingested and the solution was customized to conduct searches and put policies in place to proactively analyze the data. All objectives of the implementation were met, leaving Discount Tire better prepared in the event of litigation.

RESULTS

Going from a manual legal hold process with inherent risk to a fully automated digital workflow in the cloud has been eye opening for Discount Tire. Their untamed, untapped and buried information can now be fully leveraged if litigation arises. And, there's no limit to how they can now apply OpenAxes through Ricoh's eDiscovery Managed Services to harness their information, remove risk and enhance compliance in other areas of their business.

"The speed and expanse of what OpenAxes can ingest is a real wow," said Henrichsen. "It's a very powerful product and my wheels are turning about how we can use it in other areas."

A customized, efficient legal hold solution

Customization was critical for Discount Tire to implement OpenAxes for legal holds. Ricoh made the software run more efficiently and tweaked the workflow to make searches seamless. Now, access to data is fast and easy—plus more compliant and easier to track.

"It's very fast to set up new holds," said Mindy Moss, risk/litigation legal assistant at Discount Tire. "We're now automating things that weren't happening before."

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