

Case Study

enterprise

RICOH
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"We explored other solutions beyond RICOH Content Manager because we wanted to see if it fit our needs or if there was something better out there. In the end, we found that RCM was the best platform for us."

Susan Kuehn, PhD
Senior Program Manager,
SDLP Services Strategy
Ricoh USA

Ricoh USA

How we implemented our RICOH Content Manager service in-house to improve internal collaboration—anytime, anywhere, from any device

ABOUT THE CUSTOMER

Ricoh USA, Inc., part of the Ricoh Group headquartered in Tokyo, Japan, empowers digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, commercial and industrial printing, digital cameras, and industrial systems.

We operate in approximately 200 countries and regions. In the financial year ended March 2018, Ricoh Group had worldwide sales of 2,063 billion yen (approx. 19.4 billion USD).

CHALLENGE

- **Inability to easily, accurately collaborate**
- **Lack of a uniform collaboration tool**
- **Email collaboration caused errors and omissions**
- **Unprovable information delayed sales materials**

Ricoh USA's team in charge of launching new services suffered from an ailment common in many enterprises today—the inability to easily and accurately collaborate internally. We had multiple tools for collaboration, but none that were uniformly used and accepted by the team.

This lack of uniformity put us at risk when determining critical components—such as the business case, functional requirements or the financial model—for a service launch. The primary culprit was our content auditing system. It was ill-suited for versioning and dissemination of accurate information needed for decision-making. Much of the documentation came through a flurry of emails with document attachments sent back and forth between team members who didn't know whether they were reviewing, editing or commenting on the latest version of a document, which led to delays and lost input.

Then there was the matter of sales enablement materials. Ricoh services strategy team members view the Ricoh sales organization as our customer and we needed to quickly arm our representatives with materials to help them do their job. They needed sales materials to act quickly post launch and if we didn't have the documentation to produce those materials, there were delays and potential lost deals.

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"We don't just market RICOH Content Manager—we use it because we believe in our own product."

RESULTS

- **Hands-on experience with RICOH Content Manager to share with customers**
- **Three-month reduction in launch timeline**
- **Sales materials delivered to representatives quicker**
- **Audit trail for ISO 9000 requirements**

RICOH Content Manager (RCM) has already been implemented throughout our customer base, improving the way teams collaborate at small mom and pop shops and multinational companies alike. Now that we have implemented RCM in-house at Ricoh, we have direct, hands-on experience with the technology that we can share with our customers to make their implementations even more successful.

Internally, we anticipate a three-month reduction in the time it takes to launch a new Ricoh service. This will allow us to get sales enablement materials into our representatives' hands faster so they fully understand the new service offering and can knowledgeably speak to the solution. We also now have a robust audit trail for ISO 9000 documentation requirements.

HOW WE DID IT

- **Implemented RICOH Content Manager in-house**
- **Created infrastructure, user interface, indexing system**
- **Enabled connection on site and remotely with any device**
- **Established best practices to govern rollout**

It's one thing to show our customers how RICOH Content Manager can benefit their organizations. It's another thing entirely to be able to say we successfully developed, tested and implemented RCM in-house to improve the way we work. And we did just that.

We created the entire infrastructure—including the data center integration, fast servers and a cloud hosting environment—and we wrote a new user interface for extremely powerful on premises document management. We developed a system for indexing to make the right documents easy to find in system searches. RCM also enables cross repository searches for documents like status reports so upper management can quickly click through to find the report they need—rather than hunting through emails.

We developed RCM to be extremely flexible and accessible no matter where employees are working—on site via a laptop or in a remote location with a mobile device. The solution provides an elegant audit trail to verify the outcomes of the document review and approval processes. We also developed best practices for rolling out RCM to hundreds of users so the system is used consistently.

www.ricoh-usa.com

Learn more about **Ricoh Services and Solutions** or **contact us**

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