



CASE STUDY:

Alrosa works with Ricoh to achieve operational excellence in the toughest of conditions

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Alrosa engaged Ricoh to consolidate and modernise its print fleet at key office locations, improving device performance, reducing costs, and supporting fast-moving business operations.

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## COMPANY & CHALLENGE

Founded in 1992 and part-owned by the Russian state, Alrosa is a world-leader in the mining, production, processing, and sale of rough diamonds. With headquarters in Moscow and Mirny in eastern Siberia, the company operates in ten countries across three continents. Listed on the Moscow Stock Exchange, Alrosa employs 34,500 people, and achieved revenues of USD 3 billion in 2020.

From mines located in frozen eastern Siberia, Alrosa extracts more than 25 percent of the world's rough diamonds. Working in such remote and extreme landscapes—where winter temperatures drop to -60C—creates huge challenges for services, support, and supplies. How could Alrosa keep critical print devices in optimum condition to maintain efficient business operations?.

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## OBJECTIVES

To strengthen its position as a global leader in diamond production, Alrosa looks to create a highly sustainable, cost-efficient operating model across its mining, processing, and sales divisions. By reducing capital expenditure (CAPEX) and improving day-to-day processes, the company aims to maintain its profitability despite frequent, daily fluctuations in diamond market prices.

Alrosa's main production sites lie in the Republic of Sakha in eastern Siberia, the location of its Mirny head office and the Udachny and Aikhal mines. Situated thousands of kilometers from Moscow, the region experiences some of the most extreme weather on the planet, with snow often falling for eight months every year and temperatures frequently plummeting tens of degrees sub-zero. During this time, roads become impassable and the only way to reach key locations is by airplane.

These brutal conditions create major operational headaches for Alrosa. For example, transporting devices, spare parts, and consumables for the company's equipment is exceptionally hazardous during winter. Similarly, expert service and support was extremely hard to find for the company's large estate of printers, which play an essential role in everyday business activities. Alrosa's previous service provider lacked the know-how to improve print efficiency, and offered only maintenance, which left users reliant on hundreds of aging devices.

Alrosa managers were determined to find a way to improve performance and reduce costs. Could the company find a new partner with the knowledge, skills, and commitment needed to deliver a more comprehensive print service in such unique and challenging conditions?



## SOLUTION

Impressed with their work during a previous collaboration to implement document management software, Alrosa approached Ricoh for a solution. As a first step, Ricoh engaged with various business departments across several offices to understand the specific challenges of working in remote locations, and provided a full audit of the company's existing print devices and management processes.

Building on the insights gained during this consultation, Ricoh designed a tailored end-to-end managed service covering a series of projects to consolidate and modernise Alrosa's current multivendor print fleet, reduce complexity, and improve operational efficiency.

As part of a five-year contract with strict service-level agreements, Ricoh proposed to deliver the following:

- Taking over maintenance of the existing print estate at Alrosa's Mirny, Udachny, Aikhal, and Lensk sites.
- Gradually replacing aging print equipment with more powerful and advanced Ricoh technologies.
- Providing ongoing management and maintenance of the new print fleet, including supplying stocks of essential consumables and spare parts.



Ricoh's regular optimisation and maintenance services, and the planned provision of essential consumables, keep the company's printers in peak working condition.



## BENEFITS

The Ricoh partnership equips Alrosa with a print fleet well suited for a fast-moving, dynamic business environment. While the company was previously using increasingly unreliable and inefficient devices that were on average seven or eight years old, Ricoh now provides access to the most advanced, sophisticated print solutions on the market, improving device performance, increasing uptime, and boosting productivity.

With the Ricoh managed service, Alrosa is also much better placed to overcome the challenges of distance and extreme weather. Ricoh's regular optimisation and maintenance services, and the planned provision of essential consumables, keep the company's printers in peak working condition, and significantly reduce the need to source and transport additional equipment during the hazardous winter period.

Using the Ricoh managed print service also enables Alrosa to operate more cost efficiently. As Ricoh provides the new print devices on a flexible leasing model with a predictable fee structure, Alrosa no longer has to make weighty CAPEX payments to purchase hardware outright. This agile approach means the company has more resources available to invest in innovation and strategic enhancements across the business.

## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services, thus enabling individuals to work smarter.

With cultivated knowledge and organizational capabilities nurtured over its 85-years history, Ricoh is a leading provider of document management solutions, IT services, communications services, commercial and industrial printing, digital cameras, and industrial systems.

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).

For further information, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)