



CASE STUDY:

Bayer Nordics teams up
with Ricoh to drive
cutting-edge research and
development



Ricoh helps Bayer Nordics to design, build, and manage state-of-the-art meeting room facilities to strengthen enterprise-wide collaboration.

COMPANY & CHALLENGE

Established more than 150 years ago, Bayer Group is a leading life sciences company based in Leverkusen, Germany, that specialises in pharmaceuticals, consumer health, and crop science. With more than 100,000 employees globally, Bayer Group achieved total sales revenues of EUR 43.5 billion in 2019. Bayer Nordics operates in Denmark, Estonia, Finland, Latvia, Lithuania, and Norway.

Bayer is on a mission to harness the power of scientific research to support a growing and aging global population. Recognising that effective interdisciplinary and interdepartmental collaboration is a key ingredient for its success, Bayer Nordics set out to enhance communication across the region and free up resources for innovation.



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Marcus Kern, Senior Infrastructure and Support Specialist at Bayer Nordics



OBJECTIVES

According to the United Nations, the global population is estimated to grow by two billion people over the next three decades, an increase that will place unprecedented pressure on food production and healthcare systems. Bayer Group's life science research and development activities focuses on exactly these challenges: preventing and treating disease, and ensuring that communities have access to reliable, secure food supplies.

To achieve its objectives, it is critical that Bayer can facilitate seamless collaboration between subject matter experts and leading scientists around the world. With online meetings and digital technologies becoming integral to modern working life, keeping the flow of ideas running smoothly demands robust, flexible collaboration solutions.

When Bayer Nordics, a regional division of Bayer Group, decided to move its head office to a new location in Stockholm, the company sought to support more remote and flexible working, achieve an optimal distribution of meeting spaces, and improve the company's ability to host hybrid in-person and online meetings. To reduce costs and eliminate system complexity, the company also looked to standardise its AV solutions and ensure a consistent, user-friendly experience across all meeting spaces.

Marcus Kern, Senior Infrastructure and Support Specialist at Bayer Nordics, comments: "As part of our move to a new location, we looked to re-imagine the way we collaborate across our organisation. While our existing AV solutions met our basic video conferencing needs, the user experience was cumbersome and we frequently encountered gaps in support when devices broke or failed to integrate with other solutions."

SOLUTION

Bayer Nordics launched a request for proposal to find the right technology partner to help it strengthen collaboration across the organisation. Impressed with a presentation from Ricoh, Bayer Nordics enlisted Ricoh to help the company design standardised, state-of-the-art meeting rooms for offices in five countries, starting with its new Stockholm office.

To ensure that the AV solution met Bayer Nordic's unique needs, Ricoh worked closely with decision makers at the company to establish standard designs for a range of different rooms, from conference rooms to small, medium, and large meeting spaces. To achieve consistent performance across all room types, Ricoh installed Cisco WebEx Room Kits in all meeting spaces and integrated them with best-of-breed monitor, microphone, speaker, cabling, and wireless hardware from leading vendors. For efficient room management, Ricoh also deployed digital signage and implemented RoomWizard, a digital room booking system from Steelcase.

Marcus Kern says, "Because Ricoh and Cisco are strategic partners, we gained significant economies of scale, and additionally enjoyed access to many other leading-edge technologies through our engagement with Ricoh. Because Ricoh is a global organisation with experts located around the world, our partnership also puts us in a strong position to roll out standardised AV solutions in the offices of every country that we operate in."



Ricoh's proposal clearly showed us that they had the expertise to support our international AV transformation strategy, both from the initial design stage to integration and on-site technical support. The fact that Ricoh has a long track record of helping organisations harness the power of leading technologies was a huge plus.

Marcus Kern, Senior Infrastructure and Support Specialist at Bayer Nordics



"By consolidating and standardising our AV technologies with Cisco and Ricoh, we've reduced the cost of our meeting room services by up to 10,000 euros per year for each room."



BENEFITS

With the new meeting room facilities designed by Ricoh, Bayer Nordics has hugely improved the user experience, making it easier for teams in different locations and departments to work together.

"By adopting a standard design for all of our meeting rooms, employees no longer need to worry about installing additional software or fixing integration issues before a meeting, or as they move from one room type to another," comments the Marcus Kern. "We've made things easier for external collaborators too, by enabling integration between WebEx and other conference calling software. Ultimately, this means that our staff and our partners can focus more time on working together to drive research and development."

He continues: "Working with Ricoh on the design of meeting spaces for our new Stockholm office helped us to achieve the best mix of room types and sizes for our needs. And as we embrace more hybrid styles of working, providing our employees with these new facilities will greatly help both remote and in-office workers collaborate even more effectively."

Currently, Ricoh has helped Bayer Nordics install Cisco WebEx Room Kits in Norway, Denmark, Sweden, and Finland. Based on the success of the Bayer Nordics implementation, Bayer Global is looking to deploy the solutions in offices located in Spain, Dubai, Indonesia, and Poland.

Marcus Kern concludes: "By consolidating and standardising our AV technologies with Cisco and Ricoh, we've reduced the cost of our meeting room services by up to 10,000 euros per year for each room. Achieving such significant savings frees up more resources to dedicate to our core mission of helping the world tackle the challenges of an ever-growing population. We hope to achieve similar economies of scale as we work with Ricoh to deploy Cisco AV solutions in more locations in the years ahead."

ABOUT RICOH

Ricoh offers innovative services and solutions for the digital workplace, enabling people and companies to use smart working more widely. For 85 years, Ricoh has helped to transform workplaces with document management solutions, IT services, communication services, commercial and industrial printing, digital cameras and industrial products.

Headquartered in Tokyo, Ricoh operates in more than 200 countries. In the financial year ending March 2020, the company had global sales of \$19.06 billion.

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