



CASE STUDY:

Providing vital support to a prestigious international sports event

This major international sports event engaged Ricoh to deliver print devices and cloud solutions to help ensure a five-star experience for visiting fans, VIPs, and officials.

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## COMPANY & CHALLENGE

The customer is a major media and entertainment company that runs sports events, with multi-million-dollar annual revenues and a global reach. Countless spectators, media, and VIPs from across the world travelled to this major international sporting event, one of the most prestigious and anticipated in its field, taking place across multiple locations.

Organising the event involved a vast amount of planning, procurement, and administration, and the development of critical infrastructure. One major component of this was IT systems, including print equipment, to support event employees in the major locations and contractors working in smaller sites. During the event, contractors printed and distributed a mass of documents to help spectators, media, and VIPs, including official announcements, branded content, and visitor information.

To source the print environment, the event organisers issued a request for proposals (RFP) to find a vendor that could provide a large fleet of durable, high-quality multifunction devices (MFDs) and printers. It was essential that the service provider could deliver ultra-responsive technical support to all major locations and the smaller sites to tackle any issues and maintain print availability. The organisers also wanted to offer its employees at the main sites the flexibility to release documents from any networked print device to aid efficiency and productivity.

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There was a further complication at the smaller sites. As these were temporary sites with limited available floorspace, implementing a traditional print infrastructure with server and network hardware was not possible. The organisers therefore requested a solution that would enable contractors to connect to devices and print documents directly from their smartphone, tablet, or laptop—securely and with full tracking of print jobs.

## SOLUTION

After an in-depth technical and commercial assessment of proposals from many leading print providers, the event organisers selected a Ricoh solution offered by Mannai Trading Company, a specialist in IT and office equipment. The full solution covers print hardware, on-site technical support services, intelligent print management software, and a cloud-based document workflow and serverless print platform.

Mario Behring, Sr. Manager ICT Infrastructure Delivery and Operations, Supreme Committee for Delivery Legacy, explains: "Mannai offered a proven track-record delivering large-scale projects across multiple industries, with exceptional after-sales services. They were also easy to work with, providing clear and proactive communications during the tender. We were also impressed by the durability and functionality of the Ricoh devices, especially the Smart Operation Panel, which will make them easy to use for our teams."

In the first stage of the project, Mannai and Ricoh installed around 800 A3/A4 MFDs at the major event sites, before providing a further 250 compact A4 single-function printers (SFPs) for the smaller locations. The devices enable copying, scanning, and printing of colour documents, and some of them will remain in place for three months after the end of the event, as the organisers wind down operations and complete final administrative work. Mannai and Ricoh provide the devices on a temporary lease agreement, with a click-charge billing model.

To manage systems across the major event sites, the organisers used a combination of print management software provided and installed by the Mannai and Ricoh team. The solution allowed event teams to monitor the A3 MFP and A4 SFP print fleet, track usage and costs, and set up streamlined document workflows. Crucially, the software provided Pull Printing capabilities, enabling users to release documents from their nearest device while on the move within the sites.

The solution also catered for guests, such as media, VIPs, WVIPs and other officials, enabling them to register for printing accounts through the Ricoh software. They could submit their print jobs, whether at a site or on the move using laptop/mobile devices, and then collect their prints from any of the A3/A4 MFDs by logging in with personalised credentials to securely release the jobs. They could also use other device functions like, scan or photocopy documents, easily, simply and securely.



Then, the organisers selected the RICOH Smart Integration Control+ package to support printing at the smaller event sites. The cloud platform enabled contractors to connect their mobile devices to the Ricoh MFDs and SFPs, without a physical server and network infrastructure. Users downloaded a print driver to their device, and had the option to submit print jobs via email, by uploading documents to a cloud portal, or directly from cloud apps.

The event organisers worked closely with Ricoh to configure RICOH Smart Integration Control+ and design a secure, simple, and intuitive self-enrolment workflow. Contractors received a link via email taking them to an online form that allowed them to create a personal account for printing and scanning. After completing and submitting the form, they automatically received a PIN code that they entered manually or presented to the Smart Operation Panel on the Ricoh device using their smartphone or tablet screen to register and start printing.

Mario Behring continues: "Mannai and Ricoh teams were very helpful during the testing process, and created a tailored user authentication process to optimise security. When we ran a proof of concept on the RICOH Smart Integration Control+ platform, we saw just how quick and seamless the self-registration process would be for our contractors, which other vendors could not match."



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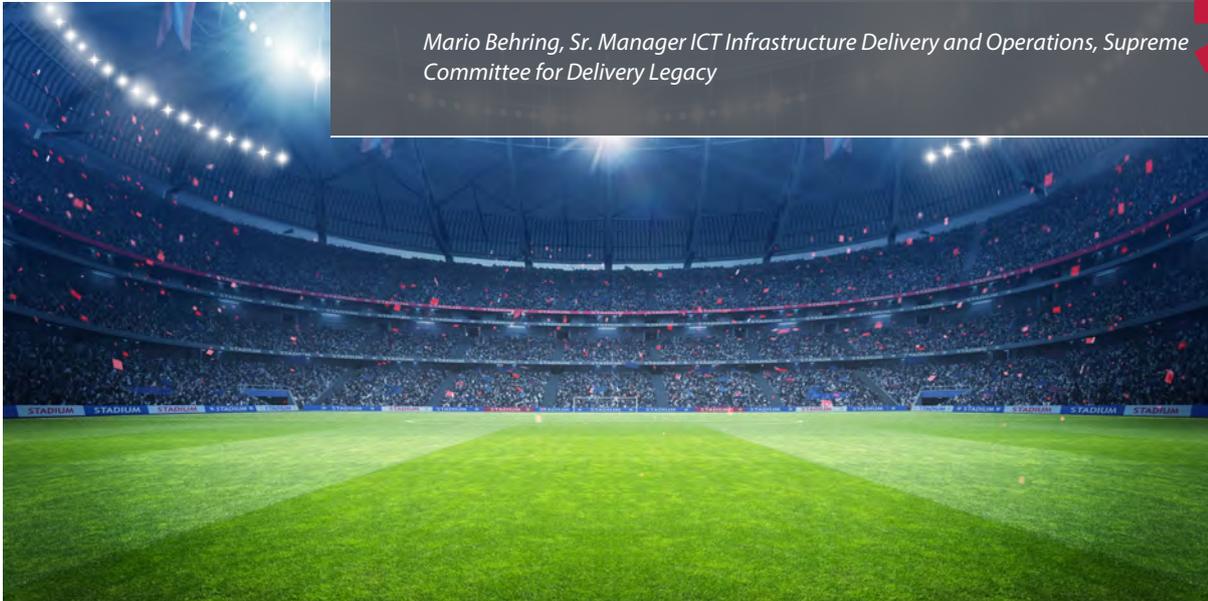
*Mario Behring, Sr. Manager ICT  
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## BENEFITS

Working with Mannai and Ricoh, the event organisers have the processes and print equipment in place to ensure fast, efficient, and reliable official document production. One year before, the organisers ran a smaller-scale version of the event that offered the opportunity to test the RICOH devices and software solutions, and the feedback from users was highly positive.

Mario Behring comments: "During the trial run, the RICOH solutions and services functioned perfectly. The speed, availability, and stability of the RICOH print devices was excellent, and our users found the software components easy to navigate and master. Also, whenever we needed technical assistance, we had the benefit of a single partner providing support to all locations, greatly reducing complexity."

During the event, Mannai and Ricoh have increased the support resources available, helping to ensure things run as smoothly as possible. MANNAI and RICOH maintained regular communications with organisers, with technical teams on 24/7 standby, ready to travel to major locations

and the smaller sites to diagnose and resolve issues, and to bring devices back online as quickly as possible.

The implementation of RICOH Smart Integration Control+ also delivered major operational and commercial benefits. Harnessing the serverless printing model enabled the organisers to avoid the high costs and time-consuming work typically involved in managing and maintaining server hardware. As the print equipment was positioned in relatively open locations in the smaller sites, the robust authentication processes enabled by RICOH Smart Integration Control+ was especially valuable, helping to prevent misuse and excess printing.

Furthermore, the RICOH Smart Integration Control+ platform provided full visibility into print volumes at the sites. Event managers could access comprehensive logs breaking down print jobs by location, device, and individual contractor, helping to ensure accurate monitoring and reporting.

Mario Behring concludes: "This sporting event was a coming together of people from many nations, but also involved a

huge administrative and operational effort. That's why our infrastructure partners were so important to the success of the event. With Mannai and Ricoh we had a great team running our print operations, who helped to ensure visitors enjoyed a five-star experience."

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## About Ricoh

Ricoh is empowering digital workplaces using innovative technologies and services that enable individuals to work smarter from anywhere. With cultivated knowledge and organisational capabilities nurtured over its 85 year history, Ricoh is a leading provider of digital services, information management, and print and imaging solutions designed to support digital transformation and optimise business performance.

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 2022, Ricoh Group had worldwide sales of 1,758 billion yen (approx. 14.5 billion USD). For further information, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)

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