



CASE STUDY:

Ricoh Europe's London headquarters transforms its meeting-room experience for staff and customers

RICOH Meeting Spaces enables easy-to-use AV collaboration for both on-site and remote participants, at the prestigious Ricoh Europe London headquarters.

COMPANY & CHALLENGE

The Ricoh Europe London headquarters at Triton Street acts as a central meeting point, showcase, and hybrid working environment. For internal departments such as finance, treasury, HR and more, and for customers and employees from across Europe, Triton Street offers some 210 seated desks, with 20 conference and meeting rooms for collaboration and client presentations.

Ricoh Europe has occupied offices in Triton Street, London, for more than a decade. In 2018, the company embarked on a major office refurbishment, reducing the total floorspace and redesigning the interior to allow for more remote collaboration and an increased number of meeting rooms.

At the same time, Ricoh Europe migrated legacy desktop productivity solutions to Microsoft Office 365, with Microsoft Teams as its preferred collaboration tool. However, the arrival of the global pandemic inspired the launch and uptake of multiple online technologies. Each room soon gathered an ugly array of cables. Users often found they could not log in or connect their devices successfully to the system or to the wall-mounted display, and so resorted to huddling around laptops – an awkward and unproductive way to work.

Peter Smith, IT Business Partner, Ricoh Europe, remarks, “We were losing time at the start of meetings because users were frustrated by the mix of technologies from different manufacturers. For instance, a fixed touch controller occupied the centre of the table in each room, and the connection routine was not immediately obvious – and some rooms had



display screens while others had interactive whiteboards. As people returned to the office, we wanted our showcase HQ location to offer the best possible experience, and to enable seamless hybrid meetings with colleagues and clients across Europe. The goal was to refresh the Triton Street meeting rooms to serve the new way of working as effectively as possible.”

SOLUTION

Peter Smith approached the Ricoh Europe Communication Services team who quickly identified the opportunity to deploy RICOH Meeting Spaces, which delivers standardised, easy-to-use, flexible solutions that both match specific customer requirements and delivers class-leading audio visual experiences, without breaking the bank.

Standardisation is key to achieving this delicate balance. RICOH Meeting Spaces uses Logitech systems at the core of all its solutions, with appropriate technology for both compact one-to-one rooms and for much larger executive boardrooms.



The Logitech solutions are easy to use, unobtrusive, and fully integrated with Microsoft Teams and other online solutions. With Logitech we were able to differentiate room usage dependent on the room size whilst providing the simplest method for connection based on that usage.

*Peter Smith,
IT Business Partner
RicoH Europe*



“The Triton Street office reflects Ricoh as a company. Our success helps us show how state-of-the-art equipment, combined with smart thinking and well-designed layouts from Ricoh Design & Deployment, can benefit all companies with large HQ sites.”



The Communications Services team reviewed room sizes, usage patterns and the available budget, and then utilised the RICOH Meeting Spaces configuration tools to specify the ideal equipment for each space. The aim was to set a standard at HQ that the Ricoh operating companies across Europe could follow for their meeting room optimisation too.

The first realisation was that not all rooms were equal. Larger rooms tended to be used for formal meetings, with multiple participants both on-site and remote, using the full suite of collaboration technology, cameras, and very large screen displays. Smaller rooms often hosted ad hoc meetings, sometimes starting out as in-person gatherings that on the spur of the moment involved remote users, connected by users hooking up their own devices.

“Understanding the true usage represents a valuable development. Previously, all the rooms had the same setup, with the fixed centre-table appliance, connectors, cables and displays – but the way people like to work has changed,” acknowledges Peter Smith. “Logitech is a Ricoh Europe Communication Services strategic technology partner. The Logitech solutions are easy to use, unobtrusive, and fully integrated with Microsoft Teams and other online solutions. Particularly for the smaller rooms, by using Logitech solutions removed the touch controller from the table centres, freeing up valuable desk space and providing simple, quick, and reliable connectivity. We also designed the spaces to cater for bring-your-own-meeting [BYOM] meetings. For these ad-hoc face-to-face meetings, the removal of the touch

controller has hugely improved the experience within that small room scenario – plus there is always an option to upgrade those rooms to the full collaboration suite in the future.”

The organisation fitted high-quality Logitech Rally Bar cameras (which include video, sound, and mic) and Logitech Tap touch controllers, with standardised display screens to the larger rooms. The result is a cleaner, cable-free space that is easier to use for more formal meetings. Ricoh UK audio-visual engineers completed the installation and configuration, working closely with Ricoh UK service engineers. System licences, usernames and passwords are managed by the central IT department, which also ensures data security and governance.

BENEFITS

Feedback from the new facilities has focused on the ease of use and the flexibility of the room options. By selecting a room appropriate to their meeting type – from formal, fully Microsoft Teams-enabled to informal BYOM gatherings – users enjoy a productive experience.

“The new Logitech collaboration suites provide a much more elegant solution,” comments Peter Smith. “For example, we have massively reduced the number of cables involved, which people could easily damage, prompting calls to IT for replacement or repair. Now with the new clean, less-cluttered

designs at Triton Street, we receive far fewer support calls. If issues arise, we engage with the Ricoh Network Operations Centre; as the Centre supports audio-visual services for Ricoh customers, their agents really know what they are doing – they always help us get back on-line fast.”

In addition, the technologies deployed allow Peter and his team to analyse room usage and occupancy, providing insight on how the rooms are actually used, which will help with future office space planning.

As employees return to the office for some or all of the working week, and as in-person client meetings become more frequent, hybrid working is here to stay. To enable this mix of remote and on-site working, the aim is to create easy ways to collaborate effectively using Microsoft Teams in conjunction with face-to-face meetings.

“Companies will benefit enormously if they can deliver seamless collaboration, and user-friendly technology-based solutions are key. Plus, there is a more general point about employee experience: if everything works properly for you when in the office, you enjoy your day more, and both home and office are fully productive places to work.”

Peter Smith concludes, “The Triton Street office reflects Ricoh as a company. Our success helps us show how state-of-the-art equipment, combined with smart thinking and well-designed layouts from RICOH Meeting Spaces, can benefit all companies with large HQ sites.”



The transformation of the offices in Triton St demonstrates the flexibility, simplicity and capabilities of RICOH Meeting Spaces.

Whilst there will always be a need for bespoke solutions for certain spaces or scenarios, having RICOH Meeting Spaces within our arsenal allows us to quickly specify and deploy meeting rooms for the vast majority of use cases.

*Jon Alessi, Technical Director
Ricoh Europe*



ABOUT RICOH

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

With cultivated knowledge and organisational 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 more information, visit www.ricoh-europe.com

RICOH
imagine. change.

www.ricoh-europe.com

The facts and figures shown in this brochure relate to specific business cases. Individual circumstances may produce different results. All company, brand, product and service names are the property of and are registered trademarks of their respective owners. Copyright © 2022 Ricoh Europe PLC. All rights reserved. This brochure, its contents and/or layout may not be modified and/or adapted, copied in part or in whole and/or incorporated into other works without the prior written permission of Ricoh Europe PLC.