

Austrian Post taps into new digital revenue streams with Ricoh



- Generates >4.7 million weekly contact opportunities
- Displays >620,000 advertisements per week
- Runs >160 digital out-of-home screens across Austria

COMPANY & CHALLENGE

With almost 30,000 employees and annual revenues of more than €3.1 billion, Austrian Post (Österreichische Post AG) is an international postal, logistics, and business service provider with crucial importance for Austria. The company is synonymous with the highest quality and offers a comprehensive product and services portfolio to cover all the latest customer demands. Austrian Post structures its business in three divisions: Mail, Parcel & Logistics and Retail & Bank. Internationally, Austrian Post is present in 15 countries through subsidiaries, provides parcel logistics in 13 countries, and in total reaches more than 150 million people.

Another important focus area for Austrian Post is delivering advertising and marketing services to help clients to improve their brand visibility and connect with potential customers. Now, Austrian Post is continuing to consistently pursue the expansion of its activities in the digital out-of-home (DOOH) media space.

Reinhard Scheitl, Head of Digital Out Of Home & New Business at Austrian Post, says: "At the beginning, we decided to leverage our existing network of post branches to open up an additional and future-proof revenue stream. The digital screens would be placed in the windows of branches with high footfall and enable clients to use these attractive advertising spaces in sites connected with an established brand. To hit the ground running in the Austrian DOOH market, we needed a partner to help us to develop, launch, and scale the concept."



SOLUTION

Building a strong partnership

Initially, Austrian Post connected with Ricoh for help running a proof of concept using a small number of digital advertising media. At this stage, the goal was simply for Austrian Post to explore the DOOH concept, and gain experience running an integrated digital screen system.

Gerald Wiesmühler, Team Lead DOOH & Outdoor Advertisement at Austrian Post, remembers: "RicoH had earned our trust as a reliable partner in other areas of the business. We started our collaboration together around 4.5 years ago with a proof of concept that generated valuable input about how to implement the DOOH concept."

After the successful trial, Austrian Post decided to double down and started a tender process for the large-scale rollout of DOOH solutions. High service quality and rapid response times, along with cost-efficient solutions, were the critical selection criteria to help the company ensure smooth operations.

Following a detailed evaluation, Austrian Post determined that Ricoh's proposal was the strongest, offering the greatest



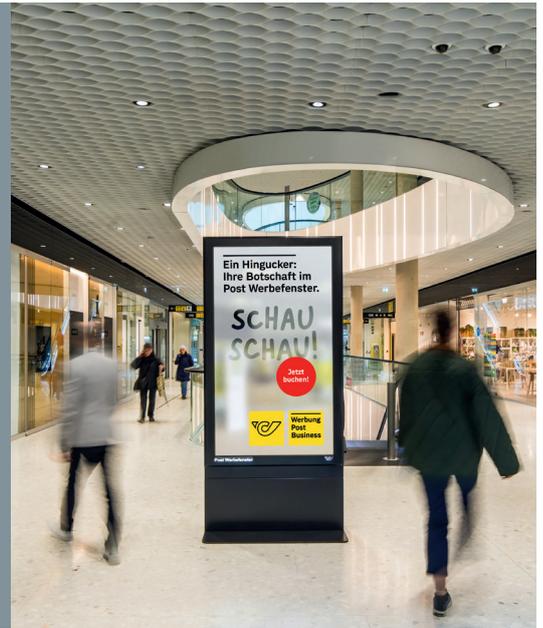
We have 100 percent trust in Ricoh. The collaboration is straightforward and feels like you are working with a colleague, not an external partner. Together, we have found solutions for challenges we encountered and built up expertise in many areas.

GERALD WIESMÜHLER
TEAM LEAD DOOH & OUTDOOR
ADVERTISEMENT



“We have enhanced our range of advertising services and built up an innovative digital revenue stream with Ricoh. For us, this is just the start. We are already thinking about the next steps with new formats, touch points and additional business opportunities.”

REINHARD SCHEITL
HEAD OF DIGITAL OUT OF HOME & NEW BUSINESS



flexibility and cost-effectiveness. “The proposal convinced all departments, so we selected Ricoh as general contractor for the full rollout of digital screens and a central, cloud-based advertising management platform,” confirms Reinhard Scheitl. “Since then, we have standardised and streamlined the deployment process with Ricoh, helping us to scale our DOOH network across Austria.”

One advantage of the decision was that right from the start, Ricoh knew about many internal processes at Austrian Post, making it easy to get going. “We have 100 percent trust in Ricoh,” adds Gerald Wiesmühler. “The collaboration is straightforward and feels like you are working with a colleague, not an external partner. Together, we have found solutions for challenges we encountered and built up expertise in many areas.”

By deploying over 160 screens connected to the modern, automated cloud Grassfish IXM Platform, including the DOOH & SSP module and advanced targeting features, Ricoh has gained deep expertise in procuring, installing and managing digital outdoor media. With its lean, optimised processes, Ricoh can deliver a reliable 24/7 advertisement experience backed by comprehensive support services with fast response times to maximise the effectiveness of large-scale advertisement campaigns.

BENEFITS

Minimising vulnerabilities and risk

Backed by Ricoh, Austrian Post has successfully launched the innovative DOOH concept, and won new business clients. Every week, the company displays over 620,000 ads across more than 160 digital advertisement screens for its clients. The project has helped to position Austrian Post as a strong player in the digital advertisement market space in Austria.

Reinhard Scheitl says: “Placing high-quality screens premium, attractive locations has enabled us to convince large global clients to place ads as part of the Austrian Post window advertising service. At the same time, launching the new service has generated opportunities to cross-sell and offer new advertising placement options to our existing direct mail and online marketing clients. We can now create dynamic, cross-media campaigns for them.”

The network of DOOH screens stretches across the whole of Austria. Screens are placed strategically in post branch locations, shopping centres, on phone booths, in shop windows and as freestanding signage at high-traffic outdoor locations. Ricoh partners with leading LED specialist LG Electronics to provide high-quality displays for standard and



customised installations. The majority of Austrian Post's sites feature high-resolution 75-inch screens. But for added wow factor, Austrian Post installs larger LED walls with screens up to 44 sqm at prestigious locations in Vienna, giving potential clients access to unique, high-impact advertising spaces.

The project has established Austrian Post as a key player in the national DOOH market. "Thanks to the highly efficient, well-defined processes we have built with Ricoh, we can continuously add locations to our network," explains Gerald Wiesmühler. "We have now reached a critical network size

that offers national and international clients of all sizes a stage with a big reach to broadcast advertising messages. With Ricoh, we have achieved a really strong position in a highly competitive market."

Reinhard Scheitl concludes: "We have enhanced our range of advertising services and built up an innovative digital revenue stream with Ricoh. For us, this is just the start. We are already thinking about the next steps with new formats, touch points and additional business opportunities."

ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance. Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over

its 85-year history. In the financial year ended March 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD). It is Ricoh's mission and vision to empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future. For further information, please visit: www.ricoh.com

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