



Automotive group controls costs and cuts complex admin with streamlined print

SEMLER

- Consolidated print fleet from 15 vendors to one
- 95% reduction in printer models simplifies management
- 99.9% device uptime boosts employee productivity

COMPANY & CHALLENGE

Founded in 1917, Semler Gruppen A/S is one of the largest automotive groups in Denmark. With more than 3,000 employees, the group imports vehicles and agricultural equipment from leading brands such as Volkswagen, Porsche, SEAT, CUPRA, Audi, and John Deere, and develops and retails its own cutting-edge mobility solutions. During 2025, Semler achieved revenues of DKK 36 billion (EUR 4.82 billion).

While more than 30% of vehicles on the road in Denmark are currently delivered by Semler, the group continues to expand, launching car rental services and other new lines of business. Daily operations create high volumes of printed and electronic documentation, including contracts, finance agreements, and reports. Over the course of a year, the group will print millions of items, many of them longer than 100 pages.

To support printing and scanning workflows at its dealerships and offices, Semler previously relied on a fleet of more than 380 devices from 15 different vendors. Managing and maintaining such a heterogenous environment was challenging, and the company had no clear view of overall print volumes and performance.



Morten Rye Christensen, CIO at Semler Gruppen, explains: “In the past, individual locations had responsibility for purchasing printers. That created a very decentralised model, where it was difficult for us to get a consolidated view of our printing operations. We also had to support all the different solutions—we calculated that we were using more than 80 printer models across the business. Managing and servicing so many different brands and devices created a lot of hassle and expense.”

SOLUTION

Streamlined, secure printing

To reduce complexity and costs, Semler Gruppen planned to rationalise and streamline the print environment, working with a single partner that could deliver an integrated solution. This approach would also provide greater control and visibility over printing volumes, and help the group to meet its compliance objectives.

After assessing potential vendors, Semler engaged Ricoh to deliver a comprehensive managed print service, including new hardware, fleet management software, and support. In the first

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CIO

phase of the project, Ricoh consulted local and central IT teams at Semler, then conducted site visits to analyse requirements. Based on these insights, the Ricoh team installed all-new multifunctional printers (MFPs) at all Semler locations.

Using RICOH @Remote software, Semler can now track and monitor all activity on the MFPs through a central portal, including metrics such as the number of colour and duplex print jobs, paper and energy consumption, and scanning volumes. The solution also provides automatic alerts whenever toner supplies are running low, or maintenance is required on specific devices. In addition, the RICOH Print Management Cloud solution supports follow-you printing, and allows employees to send jobs to an MFP without having to connect to a local server.

Morten Rye Christensen continues: “With Ricoh, we have implemented secure, controlled printing workflows. When our users send documents to print, they present an access card to release the job. This prevents sensitive information being printed then left uncollected, and helps us comply with GDPR regulations.”

BENEFITS

Improving reliability and reducing costs

Working with Ricoh, Semler Gruppen has successfully transformed and simplified its printing and scanning environment. Where the print fleet previously consisted

of devices from 15 different vendors, the group now has one expert partner for print, helping to cut administration volumes significantly.

Furthermore, Ricoh helped Semler to consolidate the fleet from more than 380 devices to 316—a 17.4% reduction that cuts energy consumption and costs. Similarly, the Ricoh fleet consists of just four standard models, a 95% reduction on the 80 previous variations, making life easier for employees as they move between sites.

The all-in-one Ricoh printers have offered exceptional reliability and robustness, delivering 99.9% uptime and helping employees to work efficiently and productively. When users have questions or issues, Ricoh handles all support requests, freeing the internal Semler IT team to focus on value-add work rather than troubleshooting.

Morten Rye Christensen comments: “We now have a complete printing solution from Ricoh. We have reduced the number of device models that we use, and implemented centralised control over all printing, with real-time monitoring via the cloud. And we have managed services available 24/7, with expert technicians on hand from Ricoh, lifting the burden from our IT. Overall, we have reduced our printing costs, too.”

The success of the engagement has positioned Ricoh as a key technology partner to Semler, as Jakob Schreiber Vig, Head of IT Service Delivery Management at Semler Gruppen, concludes: “Due to the quality of the work and the



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HEAD OF IT SERVICE DELIVERY MANAGEMENT



professionalism throughout the engagement, we now regard Ricoh as a trusted advisor rather than simply another vendor. We hope to work together on other projects with Ricoh in the future.”

ABOUT RICOH

Ricoh is a global integrator in workplace transformation, operating in approximately 200 countries and regions and headquartered in Tokyo. Supporting customers' value creation, Ricoh offers workplace services and solutions that empower organizations to work smarter through advanced technologies—including AI—together with long-standing expertise rooted in printing. Ricoh also operates commercial and industrial printing businesses and delivers new solutions leveraging inkjet technology. In the financial year ended March 2026, Ricoh Group had worldwide sales of 2,608 billion yen (approx. 16.4 billion USD). For 90 years since our founding, Ricoh has upheld its mission and vision of empowering individuals to find Fulfillment through Work—and that commitment continues today. By understanding and transforming how people work, we unleash their potential and creativity to realize a sustainable future. For further information, please visit www.ricoh.com

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