



Ricoh partner boosts sales and product awareness with a first-of-a-kind initiative



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- 100+ IWBs sold since launch of new programme
- Raises awareness of value of IWBs in education
- Positions Ricoh as a leading EdTech provider

COMPANY & CHALLENGE

In the educational sector, interactive whiteboards (IWBs) hold the potential to transform the classroom experience, improving student engagement and learning outcomes. Within Lebanon, many schools have started to invest in IWBs, but usage of the solutions during lessons often remains limited and ineffective.

For example, teachers typically only use IWBs for basic functions such as displaying presentations or written text, while failing to harness the more advanced collaborative and interactive capabilities. Inevitably, this reduces both the impact of the IWBs in the classroom, and the value that schools generate from their tech investments.

At its root, the problem comes from the fact that teachers receive minimal training on the extensive applications and digital tools now available, and how they could integrate them into lessons. The issue also reflects the way that IWBs have, until now, been marketed in Lebanon: many vendors offer the solutions, but promote them based on pricing and hardware specifications, rather than emphasising their broader practical educational value.



SOLUTION

Launching the Ricoh IWB Academy

Skytech Distribution, the official distributor of Ricoh in Lebanon, started to plan a solution. The objectives were twofold: one, to help teachers to understand the full potential of IWBs to enhance learning and collaboration in the classroom; and two, to stand out in a crowded, competitive marketplace, increase adoption of Ricoh IWBs within schools, and unlock opportunities to sell solutions from the wider Ricoh product portfolio.

To turn the ambitious plan into reality, Skytech launched the Ricoh IWB Academy—a first-of-a-kind initiative in Lebanon that provides structured training to teachers and educators, guiding them through how to use IWBs to improve lesson delivery, and demonstrating best practices to increase student participation.

The full programme includes training sessions and workshops focused on the practical use of Ricoh IWBs in the classroom, with live demos of key features and capabilities, and instruction on the various software applications that users can integrate with the IWBs to support interactive and even gamified learning experiences.

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NANCY NASR
EDUCATION BUSINESS DEVELOPER
SKYTECH DISTRIBUTION

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EDUCATION BUSINESS DEVELOPER
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During the training sessions, teachers can gain hands-on experience using the Ricoh IWBs, as well as being able to ask Skytech experts questions, discuss their challenges, and explore practical use cases. And at the end of the programme, participating teachers receive an official certificate, recognising their progress.

BENEFITS

Educating teachers, increasing sales

The launch of the Ricoh IWB Academy has proved immensely successful, both for educators embracing the solutions, and for Skytech and Ricoh. So far, Skytech has run more than 10 training sessions with private and state schools, and more than 75 teachers and educators have completed the groundbreaking programme.

Thanks to the initiative, there is a growing recognition among Lebanese teachers of the value of IWBs as a modern educational tool that can transform the classroom experience. Teachers that complete the Academy programme are

using IWBs with greater confidence, integrating them into lesson plans to create a more dynamic, innovative learning environment that encourages collaboration, interaction, and student engagement.

With its emphasis on the value of IWBs in the classroom, the initiative has helped to position Ricoh IWBs as a leading EdTech solution in the Lebanese market, differentiated from brands that focus on pricing and hardware specs. As a result, Skytech has sold over 100 Ricoh IWBs since the launch of the Academy, and is confident that growing awareness of the capabilities of IWBs will lead to sustainable demand across the educational sector.

Nancy Nasr, Education Business Developer at Skytech Distribution, concludes: “The Ricoh IWB Academy allows teachers to understand the real value of IWBs and has increased adoption rates, as schools take the next step in their digital transformation. The IWB Academy forms part of our long-term sales strategy for the education sector, helping us to strengthen relationships with schools and introduce them to the broader range of Ricoh solutions.”

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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