



CASE STUDY:

Lamarvi becomes equipped to meet soaring demand for high-quality cosmetics

**LABORATORIOS COSMÉTICOS**  
**LAMARVI**

Lamarvi expands its operations by embracing new collaboration tools and boosting IT system scalability with support from Ricoh.

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## COMPANY & CHALLENGE

Headquartered in Barcelona, Laboratorios Cosméticos Lamarvi is a leading provider of professional hair and skincare products, and specialist salon furniture. Part of the VMV Cosmetic Group, Lamarvi researches, manufactures, tests, and distributes cosmetics and related personal care products, sold around the world.

With demand for high-quality cosmetics on the rise, how could Lamarvi quickly scale its business and seize new opportunities for growth? Working with Ricoh, the company simplified its mission-critical systems by embracing a new hyperconverged IT infrastructure and empowered its workforce to accelerate innovation with integrated, user-friendly collaboration solutions.



## OBJECTIVES

High-quality hair and skincare products made from natural, sustainable ingredients have become tremendously popular in recent years, both among consumers and professional beauticians. As one of the leading providers of cosmetics and salon furniture in the world, Lamarvi was keen to seize this fresh opportunity for growth. With a workforce of over 1,500 employees located across five continents, Lamarvi's success depends to a large extent on its employees' ability to collaborate and innovate across its multiple regional divisions.

A spokesperson at Lamarvi comments: "We aimed to make it as easy as possible for staff visiting clients to connect with their office-based colleagues using reliable conference calling facilities and flexible collaboration tools. And while we initially launched our plan to enhance our hybrid working capabilities before the COVID-19 pandemic, government-imposed lockdowns and social distancing measures forced us to evolve our way of working even more rapidly."

The new, agile way of working also created challenges for existing back-office systems. The Lamarvi team wanted to reduce operational costs to free up budget for customer-facing innovation, develop robust cybersecurity measures, and enable new capacity and scalability to support business growth.



For many years, we supported the applications underpinning our daily activities with a traditional three-tier architecture, and relied on multiple solution vendors to support this environment. While this approach worked effectively, it offered limited options for growth and generated significant costs and IT maintenance workload. As a result, we decided to take a different approach and began looking for a global technology provider that could help us to achieve our growth goals, reduce system complexity, and strengthen security."

Lamarvi Spokesperson



“Ricoh demonstrated an excellent track record of helping global companies protect large-scale IT infrastructures from security threats and data breaches. By engaging Ricoh Managed Security Services we enjoy high levels of system protection and can focus our resources on innovation and serving clients.”



## SOLUTION

Lamarvi selected Ricoh to help design, plan and execute a complete transformation of its IT architecture, from data centre to desktop. Working with Ricoh, Lamarvi migrated its mission-critical applications to a new ultra-efficient, hyperconverged IT environment, which offers almost linear scalability, and very low operational costs.

In the next phase, Lamarvi engaged Ricoh to roll out Microsoft Office 365 to more than 1,200 users, using Microsoft Teams to replace a legacy meetings and conference calling solution used in each of the company's 46 conference rooms.

The spokesperson explains: “Ricoh has provided Lamarvi with managed print services for many years, and the service has always been very friendly, responsive and reliable. We chose Ricoh as our sole technology partner because we knew we could trust them to deliver excellent results. Ricoh was able to give us access to cutting-edge technologies for all our scalability and productivity needs at a global scale, and could combine this with localised service.”

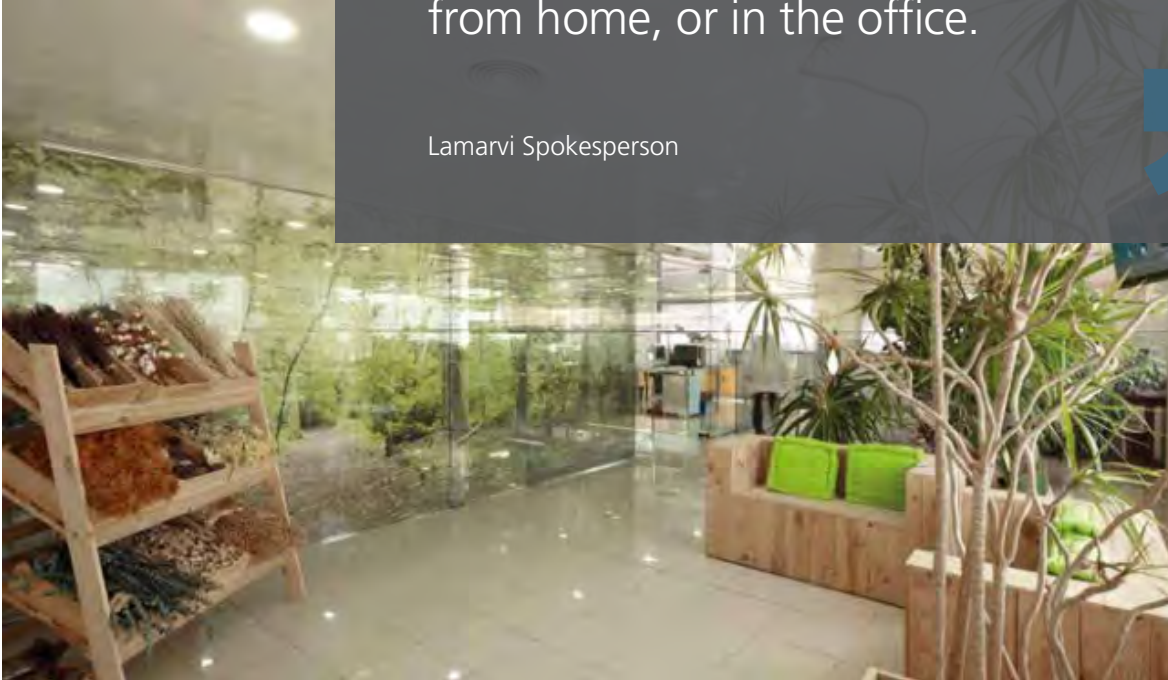
The spokesperson continues: “For example, our legacy meeting-room and conference-call solution didn't easily integrate with Microsoft applications. Ricoh showed us that moving to Microsoft Teams would help us to unlock all of the collaboration features built-in to Microsoft Office 365, and at the same time simplify the IT landscape and reduce per-user costs.”

To strengthen the security of its core applications, including its Microsoft Office 365 suite, Lamarvi selected a Ricoh Security solution, which provides the company with strong end-point, perimeter, and data centre protection to help safeguard against cybersecurity threats.



Working with Ricoh to roll out Microsoft Office 365 has made it much easier for all our staff to collaborate and innovate, whether they are working with clients, from home, or in the office.

Lamarvi Spokesperson



## BENEFITS

With the hyperconverged IT infrastructure designed, configured and managed by Ricoh, Lamarvi has cut its overall IT spend, and significantly reduced system administration and maintenance workloads.

The spokesperson says: "The new hyperconverged environment translates into significant savings for total cost of ownership, large reductions in operational expenses, and dramatically increases the scalability of our infrastructure. Ultimately, these enhancements and capabilities enable us to dedicate greater resources to product innovation and spend more time with clients."

The data centre, application infrastructure, and security solutions have helped Lamarvi to simplify its IT landscape, and equip its global workforce with a suite of feature-rich collaboration tools.

"By deepening our engagement with Ricoh we've gained access to the expertise, support and technologies that only a global provider can deliver, while also enjoying the benefits of tailored, on-site service," explains the spokesperson. "If we encounter any issues with our IT infrastructure, with our system security, or if we wish to develop new capabilities, we can rest assured that Ricoh will mobilise its extensive resources and work around the clock to help us overcome any challenges."

The spokesperson concludes: "Working with Ricoh to roll out Microsoft Office 365 has made it much easier for all our staff to collaborate and innovate, whether they are working with clients, from home, or in the office. Fostering greater collaboration across our workforce with these tools will play a huge part in helping us to expand our operations in the months and years ahead. Lamarvi is excited to continue working with Ricoh as we progress to the next stage of our growth journey."

## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services that enable individuals to work smarter from anywhere.

With cultivated knowledge and organizational capabilities nurtured over its 85-years history, Ricoh is a leading provider of digital services and information management, and print and imaging solutions designed to support digital transformation and optimize 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 2021, Ricoh Group had worldwide sales of 1,682 billion yen (approx. 15.1 billion USD).

For further information, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)