



CASE STUDY:

MASA boosts productivity by strengthening company-wide collaboration with Ricoh



MASA

To help employees work more effectively, MASA enlisted expertise from Ricoh to deliver a modern, intuitive company intranet based on Microsoft solutions.

COMPANY & CHALLENGE

Founded in 1976, MASA is Spain's leading provider of specialist production plant maintenance services and is committed to driving continuous technical innovation in the manufacturing sector. To date, MASA has participated in over 3,500 development projects and has a workforce of 2,725 highly-skilled people.

To keep industrial plants running smoothly, every expert in MASA—from mechanics and electrical engineers to maintenance teams and HR professionals—must work together quickly and effectively. Existing collaboration tools, though, proved costly to manage and were underutilised by employees. How could MASA encourage greater teamwork and help employees source the information needed to work more productively?

MASA targeted a solution that would deliver a range of communication tools—instant messaging, video-calls and group message boards—and provide a central repository for the latest company news and information.



OBJECTIVES

Keen to help manufacturers run smooth operations, MASA helps producers of industrial products develop cutting-edge industrial assembly lines and provides specialist maintenance and building management services. And with its highly-skilled workforce forming its most valuable asset, MASA is always seeking new ways to help its employees work together more effectively, supported by the information that they need to succeed.

Over the years, MASA had developed its own intranet and collaboration solution, powered by on-premise infrastructure. However, the solution offered limited search functionality and could be difficult to use. Engineers and sales teams working remotely also had limited access to the system. As a result, employees often preferred alternate ways to connect, and gradually much of the information became out of date.

To strengthen the culture of teamwork at the heart of the company, MASA set out to transform its intranet solution into a central hub for company-wide collaboration. Inspired by the ease-of-use, flexibility and universal accessibility of popular social media, MASA targeted a solution that would deliver a range of communication tools—instant messaging, video-calls and group message boards—and provide a central repository for the latest company news and information.

SOLUTION

To achieve its vision of a new, seamless and digitally-driven way of working, MASA turned to Ricoh. After assessing the company's specifications, Ricoh recommended a new collaboration suite based on Microsoft SharePoint, OneDrive for Business, and Microsoft Office 365.

Andrés García-Baltasar Romero, IT Manager at MASA, comments, "We'd engaged Ricoh as our managed print services provider for over four years, so we knew how committed Ricoh is to delivering excellent service. This inspired confidence that Ricoh could help us to achieve our ambition of boosting productivity. When we saw the digital collaboration solutions that Ricoh suggested, we knew we had found the right approach."

The COVID-19 pandemic struck just as MASA started the deployment of the new solutions, leading many project stakeholders within the company to switch to working from home. To keep things moving forward, Ricoh adapted quickly and provided remote deployment resources.



Supported by Ricoh, we launched a new intranet solution in the middle of a global pandemic, with minimal disruption to our core business. We were impressed with how quickly the Ricoh team adapted to a remote deployment model. Thanks to their agility, we completed the implementation without errors or any setbacks.

Andrés García-Baltasar Romero, IT Manager at MASA



To encourage user-adoption of the solutions, Microsoft-certified experts at Ricoh conducted a series of tailored remote training workshops for the company's 800 Microsoft Office 365 users and 400 SharePoint users. To ease the change in processes, Ricoh provided over 50 guides and factsheets in Spanish and English. Keen to make MASA's new collaboration suite as accessible and easy-to-use as possible, Ricoh architected the Microsoft solutions to mirror MASA's folder structures and integrated it with the company's existing instance of Azure Active Directory.

BENEFITS

Following the solution rollout, MASA immediately saw a dramatic boost in user-engagement, contributing directly to higher productivity and efficiency. Already, employees have stored 3 million files on SharePoint—representing a 36 percent increase in usage of the company intranet over just 6 months—and over 20,000 files are updated by users every day.

Andrés García-Baltasar Romero says: "Employees love our new intranet solution because it's so simple to use, mimicking the functionalities as well as the look-and-feel of popular social apps. Today, it's much easier for our teams to find the information they need, carry out self-service tasks—such as booking leave—and connect with their peers. The ability to create groups on our intranet has proved very popular and is helping our workforce to collaborate effectively. And it's not just our office-based employees that benefit from our new intranet; remote workers can access all functionality via mobile devices, helping them stay connected wherever they are."

With the Ricoh solution, employees can also access files much faster—helping to boost efficiency and productivity. Previously, many users had to spend time configuring and running a virtual private network (VPN) connection to reach information; now, the new intranet solution reduces the number of users needing a VPN by almost 80 percent, reducing complexity and making their lives much easier.



“The modern, cloud-based company intranet has transformed the way employees work at MASA, and the solution is easier to scale and is much more cost-effective than managing and maintaining our own on-premise infrastructure,” remarks Andrés García-Baltasar Romero. “With key productivity and collaboration applications natively integrated with the intranet, almost all work processes begin with, or are supported by, the new solutions—from hosting interdepartmental meetings to requesting IT support.”

Andrés García-Baltasar Romero concludes: “By harnessing best-of-breed solutions delivered by Ricoh, we’ve made it easier to collaborate, faster to access important information, and simpler to connect to colleagues and teams. As a result, with the Ricoh solutions MASA has freed up more time to focus on delivering excellent customer service and driving growth.”

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ABOUT RICOH

Ricoh offers innovative services and solutions for the digital workplace, enabling people and companies to use smart working more widely. For 85 years, Ricoh has helped to transform workplaces with document management solutions, IT services, communication services, commercial and industrial printing, digital cameras and industrial products.

Headquartered in Tokyo, Ricoh operates in more than 200 countries. In the financial year ending March 2020, the company had global sales of \$19.06 billion.

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