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CASE STUDY:

Miraco increases print efficiency and drives companywide digital transformation with Ricoh

Miraco

Silicon21
Value Added Distributor

Using Ricoh solutions, leading refrigeration company Miraco cuts printing costs by 30 percent, improves document security and print availability, and helps users to work more productively.
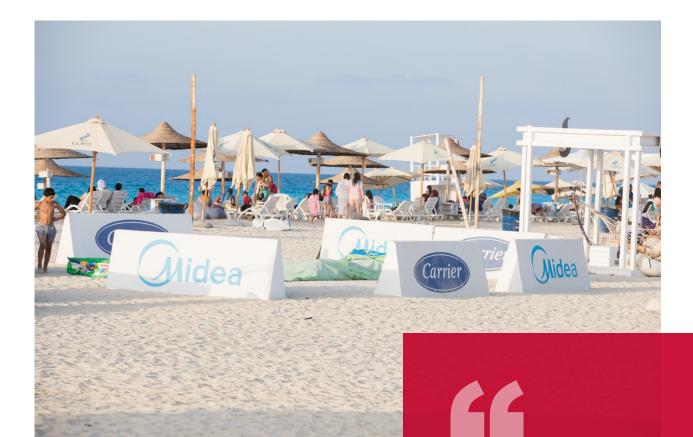
COMPANY & CHALLENGE

Miraco is the largest heating, ventilation, and air-conditioning company in Africa. Employing 1,400 people, the company runs two factories with a total production capacity of 400,000 units per year. In partnership with Midea, Miraco also produces home appliances including refrigeration, laundry, and water- and air-treatment devices, plus floor-care and lighting solutions.

Miraco processes high volumes of documentation—from product designs to invoices—to keep its business running smoothly. To combat increasing print costs and strengthen document security, Miraco worked with Ricoh and Silicon21 to deploy a new fleet of Ricoh printers and scanners. Today, employees can print documents from any printer and scan documents directly to cloud storage —boosting efficiency, cutting costs and reducing waste.

Headquartered in Egypt, Silicon21 provides network infrastructure, collaboration, network security, data centre, and digital imaging solutions to leading manufacturing companies around the world. To find out more, visit: www.silicon21.com.eg

OBJECTIVES

From managing distribution chains to manufacturing high quality electronics, almost every business activity at Miraco is supported by important documentation. At 16 locations, employees print, sign, and authorise contracts, invoices, and purchase orders on a daily basis. Previously, Miraco relied on 162 printers and scanners from multiple vendors to prepare and process these documents.

Ramadan Zaki, IT Manager at Miraco, explains: "Each department had their own devices, and their teams could only use the devices in their offices. This led to inefficiencies and frustration, as employees working across our multiple sites travelled back to their office simply to print and scan documents—taking valuable time out of their working day."

This fragmented approach also meant that Miraco lacked a consolidated view of print usage and could not generate reports on maintenance status and associated printing costs. In addition, without centralised management, Miraco struggled to implement consistent print governance and security policies across the company.

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We wanted to encourage employees to shift from paper to digital ways of creating, sharing, and processing documentation. We were keen to establish a single network that could be easily monitored to track costs, usage and spot potential device faults. We also looked to improve printer access controls, in an effort to reduce waste, strengthen document security, and enable personnel to print documents from any device at our sites.

Ramadan Zaki, IT Manager at Miraco

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> "We were particularly impressed that Ricoh devices could be easily integrated with third-party document management software and other digital solutions, which fits with our aim to accelerate digital transformation across Miraco."
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> *Ramadan Zaki, IT Manager at Miraco*

As part of its digital transformation strategy, Miraco looked to integrate its printing capabilities with cloud storage. Ramadan Zaki explains: "Our existing printers had scan-to-email capabilities, and while this functionality helped to reduce paper waste, it increased the amount of data stored on our on-premise mail servers—adding to our IT costs. As volumes of digital documentation increase, cloud solutions could reduce the pressure on our local storage and integrate with innovative document management tools."

SOLUTION

Miraco engaged Ricoh Business Partner Silicon21 and provided a detailed list of requirements and desired functionality. After a detailed review, Silicon21 recommended a range of Multi-Functional Devices (MFDs) from Ricoh.

"We considered printers and scanners from other vendors, but Ricoh devices stood apart for the rich functionality and low costs," says Ramadan Zaki. "We were particularly impressed that Ricoh devices could be easily integrated with third-party document management software and other digital solutions, which fits with our aim to accelerate digital transformation across Miraco."

Working with Silicon21, Miraco deployed 75 toner-based Ricoh MFDs, plus A3 and A4 colour printers in its manufacturing facilities. For added security, the company implemented document management software and set up each device on a shared network, with individual access rights granted to users based on their document needs. To support Miraco's goal of digitising key document workflows, Silicon21 integrated every user's printer access profile with their Microsoft OneDrive account—enabling users to scan documents directly to the cloud storage associated with their work email address.

With support from Silicon21, Miraco also implemented Ricoh Active Management, as Ramadan Zaki comments: "With Ricoh Active Management, we can get up-to-the-second updates on the status of every printer and scanner in our fleet, monitoring all devices on a daily basis. Ultimately, Ricoh Active Management helps us to spot emerging faults before they have a major impact, and allows us to identify when devices need toner replacements—minimising disruption to the business."

> As we expand digital workflows, we're exploring digitising paper records to save storage space and preserve data for longer. With Ricoh's cutting-edge technology and Silicon21's expertise, we're confident that we can accelerate digital transformation across Miraco to enhance efficiency and productivity.

Ramadan Zaki, IT Manager at Miraco

BENEFITS

Since enhancing its printing and document management capabilities with Silicon21 and Ricoh, Miraco has reduced the total cost of its printing operations, while also gaining granular insight into printer usage.

"Moving to Ricoh printers has helped to reduce our overall costs by 30 percent," says Ramadan Zaki. "Not only does that include the cost of the devices, but also the costs associated with procuring printers and scanners as well as the time and cost of sourcing spare parts and carrying out maintenance. Because we have such high print volumes, a saving of this scale frees significant resources to invest in digital transformation initiatives."

The embedded print management solutions enable Miraco to produce detailed reports on printer usage, including costs allocated to specific devices. The company can also see when, where, and by-whom the devices are being used.

"We can drill down into the costs of all of our printing activities at a granular level, which helps us to spot and reduce potential inefficiencies," reflects Ramadan Zaki. "What's more, with robust access controls, we've strengthened document security. And because all printers are linked to the same network, a user can log in to any device across our sites and print or scan their documents—eliminating the need to return to a specific office."

Already, Miraco has measured significant uptake of the scan-to-cloud feature within its new document management solution. "Thanks to scan-to-cloud, fewer employees are using email to share documents which, in turn, reduces data stored on our on-premise servers—cutting costs. Users find managing documents in the cloud much easier and more intuitive than using multiple email attachments, helping them to work more efficiently."

Since deploying Ricoh Active Management to monitor its print fleet, Miraco has achieved exceptional levels of print uptime.

Ramadan Zaki explains: "Using Ricoh Active Management, we've achieved 100 percent availability across our fleet. This level of reliability means devices are always there for users when they need them, and users never have to take time out to contact IT for support."

Looking ahead, Miraco is considering enlisting the support of Silicon21 and Ricoh to establish a digital document archiving solution. "As we expand digital workflows, we're exploring digitising paper records to save storage space and preserve data for longer. With Ricoh's cutting-edge technology and Silicon21's expertise, we're confident that we can accelerate digital transformation across Miraco to enhance efficiency and productivity."

ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services, thus enabling individuals to work smarter. With cultivated knowledge and organisational capabilities nurtured over its 85 years' history, Ricoh is a leading provider of document management solutions, IT services, communications services, commercial and industrial printing, digital cameras, and industrial systems.

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).

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