



- Creates a first-of-a-kind method for onboarding MFPs
- Eliminates print downtime during device rollout
- Improves sustainability and cost-effectiveness

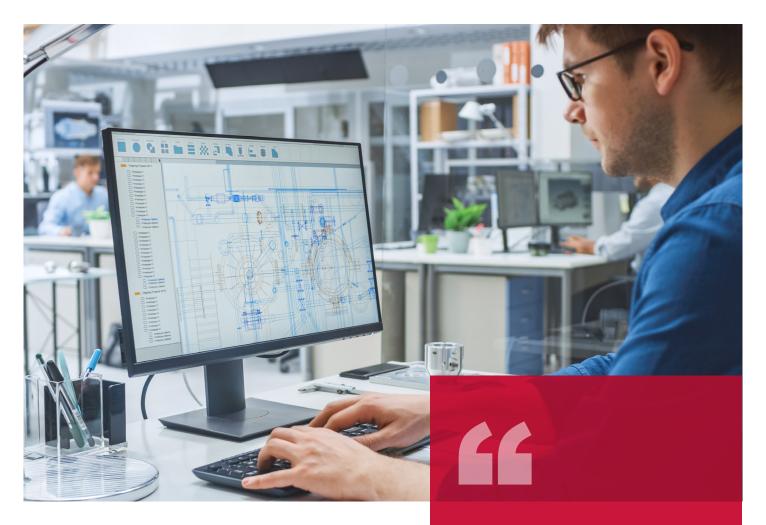
## **COMPANY & CHALLENGE**

The customer is a global engineering company, working with clients in the infrastructure, healthcare, and transportation sectors. Since 2009, the company has been a Ricoh customer, with 350,000 users printing documents on around 7,000 multifunction printers (MFPs).

Recently, the company collaborated with Ricoh to migrate its print and scan environment to the cloud, and to implement a zero-trust security model. In line with the new infrastructure and security policies, Ricoh delivers MFPs to the customer with preconfigured, cloud-based Streamline NX print management software, plus card readers to support robust user authentication and document security.

Initially, the setup process for the MFPs involved multiple Ricoh teams at the Bergen op Zoom Configuration Centre, plus Central Solution Administrators, and user acceptance testing teams. Following delivery of the MFPs, Ricoh's remote team would install additional software, while engineers travelled to the site to perform final testing.

Inevitably, this process was labour-intensive and costly for both the customer and Ricoh, as well as being time-consuming and disruptive, with the setup of each new MFP leading to two to three hours of print downtime. Any errors detected in this final stage would mean costly returns and the dispatch of replacement MFPs.



# **SOLUTION**

## Creating an all-new deployment model

To minimise disruption for users during the rollout of new IT equipment, the customer launched an internal initiative called "Pure Play." Moving forwards, the company would only purchase solutions that supported plug-and-play implementation, enabling employees to simply connect the devices to a power supply and the local network to start using them—rather than waiting on engineers to complete complex installation steps.

This created a significant challenge for Ricoh: how to streamline the deployment model and deliver MFPs preconfigured with cloud-based Streamline NX software, fully tested, and ready for immediate use—something that had never been done before for any client. For Ricoh, the key to success would be finding a way to simplify the setup process by reducing the number of teams involved and eliminating the need for on-site work.

The Ricoh European Technology Centre (ETC) led the development of a new, automated deployment process, where every step is

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**SIMON WILSON** TEAM LEADER, PROF SERVICES DEPT RICOH EUROPEAN TECHNOLOGY CENTRE



"The project provides a pure play deployment model that we can follow at other configuration centres in APAC and the Americas, and offer to other major global accounts."

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handled at the Bergen op Zoom site. In the new workflow, the Ricoh team connects each new MFP directly to the customer's Streamline NX production environment in the cloud. This enables automatic rollout of the necessary configuration settings and software components on the device.

Then, the Bergen op Zoom team completes full user acceptance testing, including checking card readers, authentication protocols, and the embedded software functionality. This step eliminates the need for further onboarding, configuration, or validation work after the delivery of the device to the customer site.

Following development and testing of the new process, the ETC team ran training sessions with the Bergen op Zoom engineers, provided Streamline NX onboarding guides, and completed a proof-of-concept exercise. Ricoh completed two full run-throughs of the new process, with the customer closely involved in the second. On both occasions, everything ran seamlessly. When the customer placed the first orders for new, preconfigured MFPs, the Bergen op Zoom team successfully delivered a fully functioning, plug-and-play solution.

# BENEFITS

### Enabling seamless device onboarding

Thanks to Ricoh, the customer now has a faster, more seamless onboarding process for new print devices. The true plug-andplay model minimises any impact on business operations at customer sites, eliminating the two to three hours of downtime caused by the previous installation process. Instead, company employees now enjoy secure, high-performance print and scanning capabilities almost immediately after they connect the devices, with no need to coordinate with engineering teams or wait for the completion of final testing.

Overall, the deployment process has become much simpler and more cost-effective for all parties. For example, previously Ricoh would install servers at the Bergen op Zoom Configuration Centre to support the installation of Streamline NX. Now, the engineering team connects the new devices directly to the customer's cloud printing environment, helping to save around EUR 200 for every new preconfigured MFP.

Within Ricoh, the new process is now significantly less resource-intensive, with just one team handling all device configuration, software implementation, and testing. Completing final tests at the Bergen op Zoom site ensures defects are detected before dispatch, reducing the risk of having to supply replacements.

In addition, the new MFP configuration process will help both the customer and Ricoh to improve their environmental performance. Engineers will no longer travel long distances by car to reach customer locations for the final testing, validation, and setup processes, reducing overall carbon emissions and boosting sustainability.



Simon Wilson, Team Leader, Professional Services Dept, Ricoh European Technology Centre, concludes: "This represents the first time that Ricoh has offered fully preconfigured MFPs with Streamline NX v3. The project provides a pure play deployment model that we can follow at other configuration

centres in APAC and the Americas, and offer to other major global accounts. The benefits of the new plug-and-play approach are considerable: reducing on-site disruption for customers, lifting environmental sustainability, improving product quality, and driving cost savings."

#### **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 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD). It is Ricoh's mission and vision to empower individuals to find Fulfilment 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-europe.com

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