RICOH
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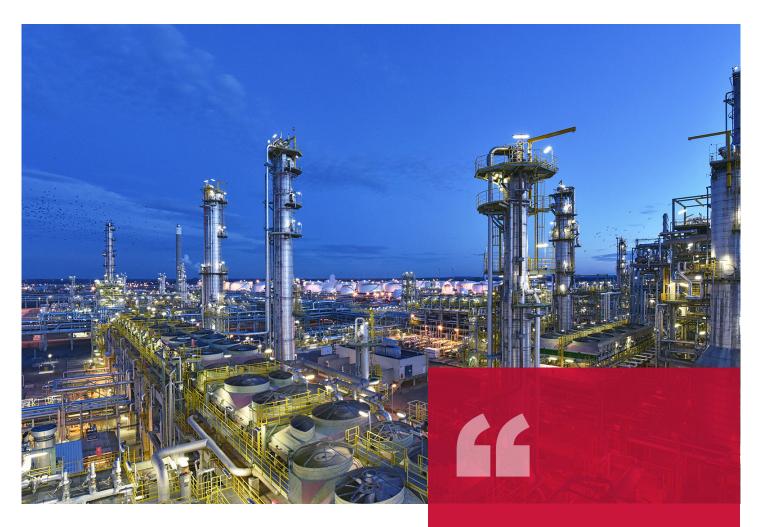# Major oil and gas supplier enables secure print-from-cloud capabilities with Ricoh

- Enables users to print critical output from cloud apps
- Streamlines and modernises print architecture
- Minimises IT administrative workload

COMPANY & CHALLENGE

The customer is an integrated energy company primarily engaged in the exploration, production, refining, and marketing of oil and gas. Operating globally, the company is currently transforming its operations to become a diversified energy provider focused on sustainability and renewable energy. With a strong commitment to reducing carbon emissions, the company is aiming to play a central role in the global energy transition.

At the company's production sites, many operational processes rely on printed output, such as labels for identifying equipment and communicating critical safety and handling instructions. To produce these items and other documents, the company maintains a large fleet of Zebra label printers and multifunction printers (MFPs).

Recently, the company launched a large-scale digital transformation project, migrating key business applications to the cloud. In the print environment, this created a major challenge: previously, users would create labels and documents on an application running on a local server, then send them to print over the corporate network. But with the applications hosted in the cloud, this option would be lost. The company therefore looked for a method to send data from the cloud-based applications to the local printers—securely, reliably, and efficiently.

SOLUTION

Creating a secure print-from-cloud model

At the start of the vendor-selection process, the company drew up a set of detailed requirements. For example, the solution would not only need to support secure label and document printing from the cloud, but also should itself be delivered via the software-as-a-service (SaaS) model, in line with the company's wider cloud transformation goals. After testing several options, the company decided to implement RICOH CloudStream, a cloud-native SaaS solution managed and maintained by the Ricoh Global Service & Support Centre.

Salva De Waard, Global Solution Consultant, Ricoh European Technology Centre, explains: "Ricoh has served as the global office print provider to the customer for some time, so our reputation was well established with key stakeholders. Ricoh's proven project delivery and global support capabilities, plus the pricing structure for the solution, were also key factors behind the oil and gas supplier's decision to implement RICOH CloudStream."

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SALVA DE WAARD
GLOBAL SOLUTION CONSULTANT
RICOH EUROPEAN TECHNOLOGY CENTRE

> "Throughout the engagement, Ricoh has delivered responsive support to ensure the success of the cloud printing project and accelerate the company's digital transformation."

SIMON WILSON
TEAM LEADER, PROFESSIONAL SERVICES DEPT
RICOH EUROPEAN TECHNOLOGY CENTRE

Initially, teams from the Ricoh European Technology Centre worked to develop and fine-tune the solution to meet the customer's precise specifications, with support from software partner Ysoft. Then, Ricoh ran a proof-of-concept, which revealed a technical challenge caused by the stringent security protocols configured by the company to protect the new cloud environment. To overcome this hurdle, Ricoh developed a customised API script that would ensure secure, compliant transfer of data between the cloud applications and printers.

Today, more than 500 users at one of the company's major production sites rely on RICOH CloudStream to send documents directly from the cloud-hosted applications to the local print devices. The flexible, vendor-agnostic Ricoh solution seamlessly connects the cloud environment with all forms of print device used by the company, including Zebra label printers, Ricoh MFPs, and printers sourced from various third-party manufacturers.

BENEFITS

Accelerating the transformation journey

Working with Ricoh, the company has resolved the print challenges of its large-scale digital transformation project. Using RICOH CloudStream, operational teams at the production site can simply log on to the cloud applications,

prepare labels and other critical project documentation, and then select their preferred print device—just as they would when sending items to print over the internal network.

Furthermore, the fully managed Ricoh solution is enabling the company to streamline and simplify its print architecture. For example, the cloud printing model will eliminate the need to procure, manage, and maintain on-premises print servers and other infrastructure, helping to reduce operational costs and complexity, and enabling the company's IT team to spend more time on value-added strategic work.

In the next phase of the engagement, the company will roll out the new cloud printing model across additional departments and production sites, including locations in another region. Beyond this, the company is working with Ricoh and other partners to transform and streamline its office printing environment, migrating the current on-premises output management systems to a global SaaS model to drive efficiencies, improve agility, and unlock cost benefits.

Simon Wilson, Team Leader, Professional Services Dept, Ricoh European Technology Centre, concludes: "This was an extremely complex project, with many technical and security challenges to overcome to connect the cloud-hosted business applications to the internal network. Throughout the engagement, Ricoh has delivered responsive support to ensure

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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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