



Leading bank cuts printing costs by 10% while lifting service quality



**SOCIÉTÉ GÉNÉRALE
CAMEROUN**



- 10% reduction in printing costs in year one
- 20% lower print volumes in accounting
- Frees IT to focus on value-added activities

COMPANY & CHALLENGE

Société Générale Cameroun (SGC) is one of Cameroon's leading banks, employing 650 people and operating 46 branches nationwide. SGC has maintained a presence in Cameroon for over 60 years, delivering trusted financial services to more than 245,000 private, corporate, and institutional clients.

Documents are the lifeblood of the bank, and SGC can easily print thousands of them each day: internal memos, invoices, cash register slips, account statements, transaction records, and more.

Willy Ngono Ebale, CIO at SGC, explains: "In a bank like ours, everything print-related is critical. It's not just a matter of printing a document; we also have regulatory obligations tied to it. Our regulators and other authorities will often request paper records for audit, legal, and compliance purposes. If we can't produce these physical copies, we could face significant consequences, including financial penalties."



For years, SGC relied on a fleet of printers managed by a third-party service provider. However, the lack of a centralised print workflow management solution created serious challenges. Limited visibility of printer status and usage made it difficult to manage devices effectively throughout their lifecycle and to stay on top of print volumes and costs. In addition, lengthy acquisition processes, equipment failures and frequent shortages of consumables meant that some locations could go weeks without being able to print or copy.

Even with support from a service provider, SGC's IT team was dedicating significant time and effort to managing printers and consumables. The bank decided to start afresh with a more efficient managed print service, all-new multifunctional copiers, and a centralised management solution.

SOLUTION

Setting a new standard

To transform its printing landscape, SGC teamed up with CFAO Infrastructure, Ricoh's commercial partner specialized in print management, renewable energy, and multi technical services. CFAO Infrastructure proposed a comprehensive managed print service underpinned by Ricoh multifunctional copiers.

Junior Jidjou, Head of Control and Management for IT at SGC, notes: "CFAO Infrastructure is a longstanding partner that

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HEAD OF CONTROL AND MANAGEMENT FOR IT



has supported SGC for years in areas like electronic payments, networking, and infrastructure. We knew first-hand that they would bring great technical expertise and dedication; their proposal also resonated with us, more so than any other provider we considered. While we weren't experienced with Ricoh solutions, they came strongly recommended by CFAO Infrastructure and we trusted their judgement.”

Together with CFAO Infrastructure, SGC replaced its existing fleet with 120 Ricoh multifunctional copiers. Deployed throughout the bank's branch network, the Ricoh devices are backed by an SLA-driven support contract that includes repair and replacement, and supply of consumables and spare parts. A dedicated CFAO Infrastructure technician remains on site at SGC's head office, ready to intervene as soon as any issues arise.

“From the very first months of deployment, we could see that the new approach was a gamechanger,” says Willy Ngono Ebale. “The Ricoh devices are very reliable, and CFAO Infrastructure provides incredibly responsive service, including 24-hour SLAs for device replacements.”

SGC also introduced an intelligent management solution that provides integrated tracking and management for printing, copying, and scanning on the Ricoh multifunctional copiers. This software provides the bank with much-needed visibility into usage and costs on a departmental and individual user level.

Willy Ngono Ebale elaborates: “We recently completed a project with CFAO Infrastructure where we mapped printing volumes across our entire branch network, month by month. With insight into how printing volumes change over the course of a year, at different branches, we can better assess consumption and anticipate future needs.”

BENEFITS

Smarter printing unlocks cost savings

With its move to Ricoh multifunctional copiers, expertly managed by CFAO Infrastructure, SGC is shaping more reliable and effective printing practices. Teams across the bank can now count on devices running smoothly, a steady supply of consumables, and prompt resolution of any technical issues.

For the first time, SGC can track usage and costs. This has enabled it to introduce policies, including quotas and limits on colour printing, which have slashed printing volumes and waste. In its first year of using Ricoh devices, the bank cut overall printing costs by 10%. Its accounting department reduced total print volumes by 20% and colour printing by 60%. In sales, colour printing volumes decreased by 20%.

What's more, SGC has transformed complex and often highly variable capital outlays on devices and consumables into a transparent and predictable monthly operating expense.

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Through its managed service agreement with CFAO Infrastructure, the bank takes advantage of equipment pooling and usage-based billing, driving down costs and strengthening budget control.

“We are seeing real savings in terms of budget,” confirms Junior Jidjou. “Comparing what we invested in purchasing and running our old fleet, what we now pay in OPEX is much more cost effective.”

Outsourcing print management to CFAO Infrastructure has catalysed an important shift in how IT operates at SGC. No longer preoccupied with operational management, the IT team now plays a more strategic role, focusing on activities that add value for the bank and its customers.

SGC intends for its work with Ricoh and CFAO Infrastructure to serve as a reference for future IT projects, with plans to replicate this managed services model in other areas across the bank, unlocking higher levels of service quality and efficiency, as well as lower costs. Sani Fatou Epse Massoma, Business Unit Manager Offices & Services (O&S) at CFAO Infrastructure, says, “CFAO Infrastructure already supplies devices to Société Générale in both Algeria and Ivory Coast and expects to close more deals with the bank in other African countries in the future.”

Willy Ngono Ebale concludes: “We’ve achieved our goal of establishing a reliable, cost-effective printing system with Ricoh and CFAO Infrastructure. We get the best from both providers: robust, high-performance equipment from Ricoh, managed proactively and consistently by CFAO Infrastructure. It’s a partnership that has already brought us immense value, and we are excited to see how it continues to evolve.”

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 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD). It is Ricoh’s mission and vision to empower individuals to find Fulfillment 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.com

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