RICOH
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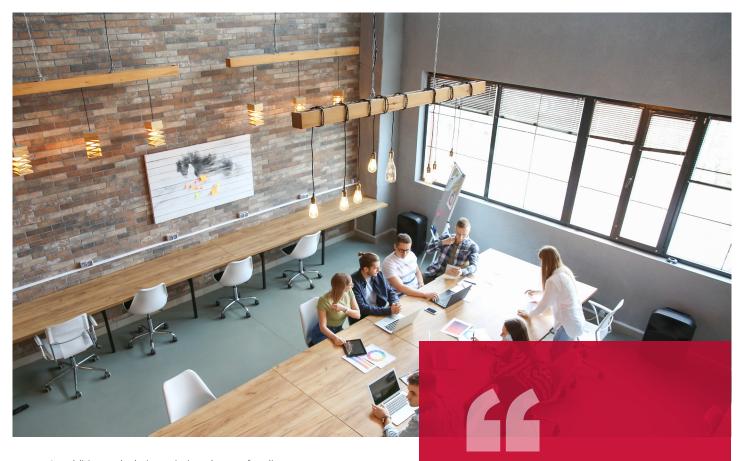# Delivering a premium client experience with cloud print management

- **67% reduction in time to complete complex billing processes**

- **Eliminates frustration for clients when connecting to printers**

- **Enables employees to focus on more valuable business tasks**

COMPANY & CHALLENGE

This workspace service provider offers offices fully equipped with high-speed WiFi and state-of-the-art office equipment, and attracts a diverse clientele from many industries. The growth in hybrid working following the pandemic has increased demand for its flexible workspaces, and to ensure a first-class client experience, the company is always looking to enhance its facilities.

As part of its office services, the provider offers document printing, scanning, and copying. However, the company was facing challenges managing usage of the shared printers at two business centres. For example, clients encountered difficulties connecting their desktop, laptop, and mobile devices to the local printers, leading to frustration and often lengthy wait times for resolution.

Furthermore, when clients experienced issues, they would reach out to staff at the business centre, who would contact technical support. Occasionally, the support team would require remote access to the client's device to provide a fix, which looked unprofessional and reflected badly on the company, as well as creating hassle for clients, who wanted to get on with their work.

In addition, calculating printing charges for clients was a complex, labour-intensive process. At the end of each month, a team member at the two business centres would go to each device and print a usage record. Based on the report, the company totalled all colour and mono printing, scanning, and copying for each client, entered the information into a spreadsheet, and translated the figures into billing amounts.

As well as taking up large amounts of time, this manual process meant errors could easily creep into client billing. At the two business centres, the teams are typically very busy and wanted to focus their time and energy on their core responsibilities, such as sales, marketing, and connecting with potential clients, rather than stressful admin.

SOLUTION

Embracing serverless printing

The workspace provider consulted Ricoh business partner SG Solutions Ltd. to solve its print management headaches. After assessing the situation at the two locations, SG Solutions Ltd. recommended using RICOH Smart Integration (RSI) Control+ in combination with Ricoh print devices.

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> Ricoh has become our go-to provider for print solutions, as the performance of the devices has been excellent. With the addition of the RSI Control+ solution, we are fulfilling our promise to clients of a premium experience.
>
> **COMPANY SPOKESPERSON**

> "From the start, SG Solutions Ltd. has been great to work with, always on hand to offer valuable guidance rather than trying to sell us more items."
>
> COMPANY SPOKESPERSON

When the company saw how the cloud-based software package would simplify its print management tasks, they were keen to move forward.

In no more than 30 minutes, SG Solutions Ltd. installed RSI Control+ on the shared print devices at the two business centres. The cloud solution enables the company to embrace the serverless print model, removing the need to purchase, manage, and maintain additional print infrastructure.

The RSI Control+ solution has transformed print management and billing at the two sites. When clients request printing and scanning services, the teams at the business centres set them up as a user in the RSI Control+ portal. Rather than the complication of connecting to the local network, clients can print directly to their chosen printer via the cloud service, using a PIN code to authenticate themselves at the device and release documents. Similarly, they can use the devices to scan documents directly to their email address, again authenticated by PIN.

At the end of each month, the company generates a detailed report from RSI Control+ that provides a comprehensive analysis of all client printing, scanning, and copying. Based on the usage data, the company creates accurate client bills rapidly and easily, removing significant administration workload. Setting up new users on the shared printers

is also now much easier than before, while the robust authentication protocols ensure that clients feel confident their documents are secure when sending them to print.

BENEFITS

Lifting productivity

Working with SG Solutions Ltd., the company has dramatically simplified print management at the two business centres. Combining state-of-the-art Ricoh printers and RSI Control+ has made life easier for employees, and enhanced the experience for clients using the office spaces.

Using RSI Control+ has proved far more reliable for clients connecting to the shared printers than the old processes. Clients simply click the link, download a driver, and start printing and scanning documents. There is no more frustration or lost time waiting for assistance, helping them to work more productively while on site. And since deploying RSI Control+, the company has rarely had to contact technical support services.

Furthermore, the usage reports available in RSI Control+ enable the company to complete monthly client billing in a third of the time taken by the former process. Calculating billing for printing, scanning, and copying now takes no

more than 20 minutes, and employees are no longer stuck behind a desk inputting data and working through long lists of complicated figures. There is less room for error, less stress for team members, and more time for them to work on added-value activities, such as sales and marketing.

A spokesperson for the workspace service provider concludes: "From the start, SG Solutions Ltd. have been great to work with, always on hand to provide valuable guidance rather than trying to sell us more items. Ricoh has become our go-to provider for print solutions, as the performance of the devices has been excellent. With the addition of the RSI Control+ solution, we are fulfilling our promise to clients of a premium experience every time they use our office facilities."

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.com

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