



## CASE STUDY:

# Havas Group Spain drives up productivity and enhances employee engagement by embracing hybrid working



Havas Group Spain makes collaboration easy, quick, and enjoyable for its remote and office-based staff, with industry-leading technology from Ricoh and Logitech.

---

## COMPANY & CHALLENGE

Part of HAVAS—one of the world's largest communications groups and fully integrated into Vivendi—Havas Group Spain offers a portfolio of specialised teams spanning media, creative, strategy, digital, data consulting, programmatic buying, performance marketing, mobile, out-of-home and geolocal, social media, experiential, PR, entertainment and sports, among other capabilities, employing more than 20 000 employees in over 100 countries. Havas Group Spain helps companies enhance their brand image, engage consumers and transform consumer insights into clear growth targets.

Synthesising new ideas is the life-blood of communications company Havas Group Spain. Yet as the agency shifted to a flexible hybrid-working model with remote and in-office teams, the company found its collaboration tools were not up to the job. Working with Ricoh, Havas Group Spain introduced state-of-the-art remote meeting capabilities in its Madrid, Barcelona and Valencia offices, and released the power of creativity once again.



## OBJECTIVES

Havas Group Spain combines ideas, creativity, and media to create unique, distinctive, successful brand identities. More than 1,000 highly skilled creative and marketing professionals support these objectives, thriving on global collaboration.

Most colleague and client collaboration traditionally involved in-person meetings, with teleconferencing tools for a small proportion of internal meetings between the agency's main locations in Spain. To run conference calls, Havas Group Spain previously relied on multipoint control units (MCUs), but employees found the devices difficult to use and maintain, and sometimes unreliable.

David García, CIO at Havas Group says: "Close engagement between colleagues is an essential part of our work, whether to analyse creative concepts, discuss new marketing ideas, or simply for brainstorming sessions. It was essential to find solutions that enabled strong collaboration as we transitioned to hybrid working, prompted and accelerated by the 2020 pandemic. We wanted to make it quick and easy to schedule, launch, and run group working sessions. As well as the productivity benefits, we saw this model would provide real value to employees looking for a more flexible work-life balance, and it could even help us in the long-term to attract the very best creative talent in Spain."



It was essential to find solutions that enabled strong collaboration as we transitioned to hybrid working, prompted and accelerated by the 2020 pandemic. We wanted to make it quick and easy to schedule, launch, and run group working sessions.

*David García, CIO at Havas Group*





## SOLUTION

Havas Group Spain turned to Ricoh, its key partner for 15 years, for support and advice. Ricoh suggested and deployed integrated solutions based on Logitech devices, which came highly recommended by Havas Group Spain's parent group.

As part of planning, Havas Group Spain and Ricoh defined the range of meeting types and room layouts—from huddle spaces for up to three people to executive boardrooms capable of hosting 12 people. Each room features state-of-the-art Logitech monitors, microphones, and web cameras, all configured to work easily and seamlessly with Microsoft Teams and VoIP calling.

David García adds: "We have worked with Ricoh for more than a decade, so we know that Ricoh solutions and services are very resilient and reliable. Over the years, Ricoh has consistently demonstrated that they are our strategic partner in digital transformation, not simply a supplier. For instance, when the world was faced with a global shortage of IT equipment during the pandemic, Ricoh went the extra mile to deliver the Logitech hardware on time. They even supplied the solutions before we finalised the contract."

As well as working closely with Havas Group Spain to plan

the implementation, Ricoh provided training sessions to familiarise users with the new solutions.

Daniel García Garzón, Senior IT Consultant at Havas Group Spain, explains: "First, we completed a thorough proof of concept. Based on that very positive experience, and early delivery of equipment by Ricoh, we deployed the solutions in less than a month. Additional training sessions from Ricoh were very helpful, and gave us the opportunity to bring all users fully up to speed on the features and functionality."

To keep Havas Group Spain's collaboration spaces working effectively around-the-clock, Ricoh also provides ongoing technical support. David García comments: "We very rarely contact Ricoh support. If we do, they resolve issues very quickly and efficiently. Knowing that Ricoh is always available to help gives us confidence that we can keep our business and daily workflows running smoothly."

Eduardo Carcedo, Project Manager for Havas Group Spain at Logitech, adds: "The new meeting rooms facilitate collaboration between Havas teams and democratize the experience of face-to-face and remote participants. Fast implementation, excellent Logitech equipment, and intuitive user interfaces have all helped to ensure the success of this project."



Our teams really value having the facilities to combine in-person and remote working, both internally and with clients, smoothly and easily, and we look forward to more collaboration on future projects with Ricoh.



## BENEFITS

With help and support from Ricoh, Havas Group Spain has successfully transitioned to a hybrid working model, as David García reports: “Many of our employees have expressed how easy it is to connect with our Barcelona, Madrid, and Valencia offices, and with remote team members, using the Logitech, Microsoft Teams and other third-party solutions. Staff are very happy with the increased flexibility and improved work-life balance that hybrid working offers them, which has contributed to an uplift in productivity and helps us to attract talented creatives to Havas Group Spain, too.”

David García concludes that the new meeting space facilities have transformed collaborative working at Havas Group Spain: “Our teams really value having the facilities to combine in-person and remote working, both internally and with clients, smoothly and easily, and we look forward to more collaboration on future projects with Ricoh.”

## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services that enable individuals to work smarter from anywhere.

With cultivated knowledge and organizational capabilities nurtured over its 85-year history, Ricoh is a leading provider of digital services, information management, and print and imaging solutions designed to support digital transformation and optimize business performance.

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 2022, Ricoh Group had worldwide sales of 1,758 billion yen (approx. 14.5 billion USD).

For further information, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)