



Enterprise - Manufacturing

Ricoh Australia leverages Polycom® Telepresence to increase sales, meet green initiatives, and decrease operating costs

Daily Use

- Live demonstration and customer collaboration in centrally located Innovation Centre
- Internal meetings and collaboration
- Administration
- Internal Communication

Solution

- Polycom HDX 7002
- Polycom RMX 1000

Results and Benefits

- Optimise utilisation of investments in Printing Innovation Centres
- Reduced travel costs and increased emphasis on alternatives to travel
- Increased productivity with fewer disruptions to business operations
- Positively contributing to the environmental sustainability initiatives of the company

Headquartered in Sydney, Ricoh Australia provides high-end office automation solutions through a nationwide direct sales and dealer network. As leaders in corporate social responsibility and environmental management, Ricoh is increasingly focused on driving revenue whilst simultaneously lowering its carbon footprint.

Ricoh's commitment to its customers is best reflected in the multi-million dollar investment in Printing Innovation Centres (PICs) in the strategic locations of New York, London, Tokyo, Singapore and Sydney. Each PIC is equipped with state-of-the-art capabilities to showcase its latest offerings in high-end printing, document management and associated services. The objective of the PIC is to effectively demonstrate how customers can benefit from the delivery of high-value-added printing and document services, in turn increasing their bottom line.

Highly specialised regional experts based in each PIC enhance the customer experience and ensure Ricoh's customers are fully optimising their office automation investments.

Bringing the facility to the customers

Establishing the PICs is a core strategic initiative for Ricoh. Their success lies in having customers visit the centres to convey the possibilities open to them when buying Ricoh's products. An under-utilised centre was not an option. Spanning such a vast area geographically, Ricoh wanted to ensure maximum utilisation beyond Sydney, without necessarily asking customers to travel.

"Travel and the luxury of time to travel is something people don't have a lot of at the moment," said Rob Livingstone, CIO, Ricoh Australia. "Just as it's not feasible for us to build a state-of-the-art innovation centre in every capital centre or regional hub, it's not always feasible for potential customers to travel, regardless of the importance of the investment to their business."

Ricoh's aim is to actively engage with customers on multiple layers and open new levels of communication. "The objective is to bring the facility to the customer – focusing on demonstrating the technology and our capabilities – rather than necessarily asking customers to find the time to visit us," said Livingstone.

"Our objective is to demonstrate our technology, capabilities and value-added services across a vast geographical region. Polycom's telepresence solutions allow us to innovatively engage with customers who would otherwise struggle to travel to Sydney."

Rob Livingstone, CIO, Ricoh Australia

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Ricoh worked with Polycom partner, Telstra, to "bring" customers to the facility without the need to travel. Ricoh implemented a solution encompassing the Polycom HDX 7000 Room Telepresence solutions and Polycom RMX 1000 Conference Platform. This enables high-definition life-like interactions to occur between branches over Ricoh's existing IP network.

"Telepresence helps provide a competitive advantage as well as reduce costs for our customers. It is the conduit to fulfil our objectives, offering customers the same opportunities as if they were actually there," said Livingstone.

Ricoh's dealer partners are also encouraged to use the facilities by bringing their customers on location for live, interactive demonstrations, or leverage telepresence with the same intent.

Internal Telepresence Applications

Coinciding with this strategic decision, Ricoh evaluated its own internal operating costs, travel policies, and impact on the environment.

With the imminent implementation of Polycom telepresence in the PICs, Ricoh expanded the initial scope of the project to incorporate IP-based telepresence for internal use. The goal was to increase communication efficiencies and contain travel and its associated costs, leverage its new technology investment and increase utilisation.

"We made a strategic decision to implement telepresence through our Innovation Centre so it was a 'common-sense' approach to broaden the scope of the project," said Livingstone.

"Because we took the step to implement our Polycom room telepresence solution over our IP network, the costs to use it are marginal and somewhat irrelevant compared to the gains gleaned."

Encouraging company-wide use

Ricoh actively promotes the use of telepresence to every single employee in the organisation.

With marginal operating costs and face-to-face communication deemed more productive and effective, the use of telepresence is supported and encouraged, rather than reserved for senior management and project teams. "We want the system to be fully utilised eight hours-a-day," said Livingstone.

Telepresence as the de facto meeting form

Since implementation of Polycom telepresence, employee communication within Ricoh has been positively impacted. Travel requests have declined and people are reluctant to travel for internal meetings given the option of face-to-face communication via Polycom telepresence.

"People don't actually want to travel if they can help it," Livingstone said. "It's more an onus in terms of time and cost."

Internally, the results have been extremely strong. The cultural change within the organisation has been smooth and quick, with significant uptake, and operating costs subsequently reduced. More importantly, Ricoh has noticed a marked difference in the ease of doing business and contacting people as a result of reduced domestic travel.

"We are astounded at the clarity and quality of the calls. We have nothing but positive feedback. This is why the solution is receiving high acceptance in such a short time," said Livingstone.

Next steps

Using telepresence to enhance customer experiences and internal efficiencies is just the start for Ricoh. Already the solution is evolving into a training and education tool. With the capability to record and playback presentations, it can become a valuable tool for end-user training and familiarisation.

Internally, Ricoh is looking into further expanding face-to-face communication via video-conferencing to the desktop.

Learn more.

To find out how Polycom solutions can help your organisation, visit us at www.polycomasia.com or speak with a Polycom Account Representative.

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