

Ricoh Premier Services and Woolworths



“ After their Norwest performance, Ricoh has moved from being a supplier of equipment to being a strategic partner, providing business solutions to Woolworths. ”

Ricoh Premier Services - A perfect fit for Woolworths

In 2000, Woolworths started developing a new National Support Office in Norwest Business Park in Sydney, by combining 8 of its existing sites into a modern complex, housing around 3,000 employees. Woolworths was looking for potential suppliers of managed copying and printing services for the Norwest site.

Woolworths estimated the site would produce approximately 50 million black and white impressions per year - 20 million in the managed bulk print centre and 30 million across the site's 36 workgroup utilities rooms.

In 2004, Woolworths published a Request For Tender (RFT) looking for suppliers who could provide managed services and help them create a world-class facility delivering process improvement, cost reduction, and improved user satisfaction.

Woolworths' RFT included these areas:

- Host Data Printing
- Fleet management.
- Document Imaging

Ricoh's proposal

In the tender response, Ricoh provided recommendations on how they would implement the improvements for Woolworths.

Ricoh's proposal highlighted several integrated solutions:

- Rationalisation of multiple vendors to a single vendor by providing one set of integrated services covering all the required functions and eliminating the vendor conflict
- Integration of workgroup print workflows with the bulk print and copy centre services to create higher service level standards across the site
- Onsite managed services, including consultancy assistance in planning the transition to new premises
- Improvement of total cost of ownership (TCO) by rationalising the fleet and creating real cost savings for Woolworths
- Improvement of the operating strategy of host data and high-volume printing by reducing the high cost of 24/7 operation, solving the host printing issues, and maintaining business continuity.

Ricoh's consultative selling process

Ricoh's consultative selling process provides a consultative relationship-building approach that has truly added value to Woolworths. The Ricoh Premier Services consultant acts as Woolworths' resource; someone they can share information with and they can trust, and who creates wealth for their company.

The benefits of Ricoh's consultative process to Woolworths are:

- Better management of operational expenses
- A clear and measurable enterprise-wide strategy for document production
- The opportunity to take advantage of emerging technologies that improve business processes and reduce operational costs
- The building of a strategic relationship with Ricoh, who brings expertise and innovation, to help achieve business objectives.

Ricoh innovation through technology and automation

The Norwest project implementation started in October 2005. Through the consultative selling process, Ricoh established an understanding of the print volumes and device profiles of the different sites, and consolidated these operations into the Norwest Site. The total number of devices was rationalised through a combination of Ricoh MFPs in the bulk print centre and laser printers throughout the floors at the Norwest site. Significant cost savings have been achieved through reduction of vendors, number of fleet devices, calls to help desk, and consumables supply management.

The Ricoh service centre provides a fully staffed Central Reprographic Department (CRD), including:

- An onsite bulk print and copy centre managed by Ricoh
- Permanent Ricoh Manager and on-site managed services team
- A high-volume and host transactional printing services
- Utility fleet hardware and software support
- Fleet management and consumables valet service
- Document scanning and repository services
- Recycling services
- Document imaging and repository services.



Ricoh's commitment to continuous process improvement methodology, where the focus is on the client's overall business objectives was a decisive factor for Woolworths to choose Ricoh.



Ricoh's solutions have delivered Woolworths a payback on their investment in less than one year.

Innovation examples

A good example of Ricoh's innovation at the Norwest site is the early call alert system. Using Web SmartDeviceMonitor™—Ricoh's web-enabled device management utility—device errors, and paper and toner alerts are emailed via wireless network directly to the BlackBerrys of the onsite Ricoh technicians. This call logging solution bypasses Woolworths' service desk and has reduced response times by 75%.

Another innovation example is Ricoh's Remote Printer solution. The solution allows Woolworths' staff at the Norwest site to be connected to the bulk print centre irrespective of their location, and without having to pre-load any printer drivers on their PCs. As a result, staff can submit documents securely via the web to the high-speed MFPs. Submitting documents to the bulk print centre is as simple as logging onto the bulk print centre web page, uploading the documents, and completing an online job ticket.

Why Ricoh?

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The Ricoh Premier Services contract for the Norwest Site was signed in 2005. Ricoh's solutions have delivered Woolworths a payback on their investment in less than one year. The annualised savings for Woolworths will exceed 40% on previous benchmarked expenditure.

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