

CASE STUDY

# Ricoh Enables a Leading Insurer to Embrace the Future of Work and Drive it Efficiency

...ers workspace that could attract talent and boost productivity, ...s that improved collaboration, mobility, ability to use different and flexible work options.

**RICOH**  
imagine. change.

**A Ricoh Digital Transformation and IT Lifecycle Management solution enabled a major German insurance company to modernise the workplace, meet customer demand for enhanced digital services, and greatly improve IT efficiency.**

## COMPANY

One of the largest mutual insurance companies in Germany, the Customer provides insurance, pension and property services to more than 4 million members and generates annual revenue in excess of €4 billion. Its IT services division operates throughout Germany and was previously tasked with supporting the entire IT infrastructure, including more than 6,000 devices in over 40 locations. IT is critical to all business transactions, employee work systems and digital customer offerings.

In an increasingly digital insurance marketplace, the company wanted to drive innovation and efficiency in order to remain competitive and spur growth.



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# OBJECTIVES

The company saw digital transformation as the way to achieve its current priorities, align the IT function to business strategy, and gain the capacity to respond with agility to ongoing changing needs, i.e. to continuously transform. The company's priorities were to:



Attract diverse talent and meet the needs of an agile, tech-savvy workforce by building a modern workspace



Improve customer relationships and service by meeting increased demand for 24-hour, enhanced digital services and providing sales teams with better CRM tools



Develop an industry-leading central IT business that was simpler and more cost-efficient to run

Existing IT infrastructure was ageing. Managing and supporting 6,000+ office terminals and 3,000+ in-the-field devices required a large and costly internal IT division. The company sought to reduce these costs and take IT burden away from its managers by outsourcing the IT function.



## SOLUTION

In 2015 Ricoh was selected to lead an end-to-end digital transformation programme, having developed a successful partnership with the company since 2009. Ricoh already provided dedicated, on-site teams across Germany, including support services for more than 6,000 end-users, around 3,500 self-employed sales representatives and 16,000 brokers and agents.

Following a consultation process that identified the company's requirements, Ricoh developed a concept focused on sustainable innovation and efficiency, as well as making tools and data more accessible to employees.

The innovation and accessibility objectives were addressed by "Mission Modern Workplace". Ricoh designed, deployed and managed a modern hybrid cloud platform that made user applications, data and services available everywhere, across Windows and mobile devices. This gave the digitally savvy sales force effective digital tools, which they could use while working on the move with prospective clients. The platform ran on refreshed servers and storage that were scalable and robust enough to meet growing demand for digital services. Ricoh also provided custom application development and management, including a

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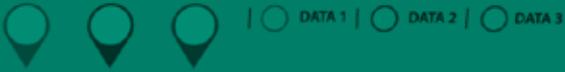
new e-commerce portal that gave customers an exciting and competitive new digital experience. The platform and software helped the company meet new regulatory compliance needs.

The efficiency objective was met by a fully outsourced IT infrastructure and IT lifecycle management solution. Ricoh provided complete deployment, management and support for the company's devices, platform and infrastructure. An end-to-end IT service solution included break fix, on-site and field service desk, VIP services, print and enhanced service management for thousands of users and devices. The company paid for all of this "as a service" with agreed SLAs, rather than buying hardware and paying for labour, thus achieving greater cost transparency, flexibility and value.

Ricoh continued to provide on-site service managers, account managers, field technicians and other staff. The company was able to consult with these technical experts as needed, in order to respond to changing needs with continuous transformation.

# BENEFITS

boost productivity,  
ability to use different



RICOH





Digitally transforming with Ricoh enabled the leading German insurer to advance its business objectives via numerous competitive advantages including:



**A modern workspace that could attract talent and boost productivity**, with tools that improved collaboration, mobility, ability to use different devices, and flexible work options



**A highly efficient, dependable, business-aligned IT function** with total cost transparency. Cost-efficiency continued to improve as trust in Ricoh grew and the company needed to spend less time managing Ricoh staff. The company's managers were freed to focus on the core business



**Enhanced customer offerings** built on a robust digital platform and custom-developed applications, which could enhance customer relationships and drive growth



**The agility to keep transforming** by consulting on-site Ricoh technical experts on how to adapt to changing needs

*If your business is seeking to gain new digital productivity and IT efficiency, contact Ricoh to discuss your requirements.*

## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, communication services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2019, Ricoh Group had worldwide sales of 2,013 billion yen (approx. 18.1 billion USD). For further information, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)

To learn more about how Ricoh can help your organisation with its digital transformation journey, please visit:

<https://itservices.ricoh-europe.com/>



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