

## **RICOH** | Case Study

Ricoh Europe Realizes  
Strategic Efficiency: Achieving  
30% Cost Savings Alongside  
Enhanced Employee  
Experience.



**RICOH**

Tata Communications GlobalRapid powers the company with cloud-first unified communications and collaboration

In the era of prevalent hybrid work culture, today's workforce demands a unified solution that seamlessly integrates communication and collaboration tools within a single platform. Embracing a fully integrated communications solution enables businesses to streamline administration, stay compliant with multi-location regulatory standards, enhance employee experience and productivity, all while realising cost savings.

Discover how Tata Communications empowered Ricoh Europe to harmonize the essential elements of voice, video, and instant messaging under a single umbrella, fostering the agility and flexibility essential for success in today's dynamic business environment.

## Inconsistent user experience and end-of-life legacy telephony system

Ricoh Europe previously had multiple communication and collaboration tools such as Integrated Services Digital Network (ISDN) for voice calls, Microsoft Teams (MS Teams) and Cisco Jabber for collaboration purposes. This diverse toolset resulted in inconsistent user experience and decreased productivity. Consequently, the company aimed to establish a unified communication platform to centralise control and deliver a streamlined employee experience.

The usage of ISDN as business telephony system presented several challenges for Ricoh Europe. It had approximately 100 ISDN lines distributed across 20 locations in Europe. Multiple telecom service providers operated across different countries. In some cases, offices in the same location had different providers, which made supplier management and engagement complex. This vendor sprawl

resulted in multiple billing cycles, limited visibility, a lack of control over telephony infrastructure, and maintenance complexities. These factors contributed to inefficiencies and inconsistencies in the quality and performance of the voice service.

ISDN services were heavily dependent on physical infrastructure, including copper wiring and fibre optics, and a Private Branch Exchange (PBX) to operate. Minor glitches in the cables could disrupt the entire telephony system. Furthermore, whenever there was an issue with ISDN lines, Ricoh Europe had to rely on the local service provider in the affected location for resolution. This reliance resulted in prolonged resolution times, causing business downtime for days, rendering ISDN services unreliable. In addition to its vulnerability to physical disruptions, ISDN services were also susceptible to power supply interruptions,

## About Ricoh Europe

With presence in 25 countries across the EMEA region, Ricoh Europe is a leader in workplace experience and process automation, supporting businesses of all sizes to achieve unrivalled employee experience and customer success. It empowers digital workplaces using innovative technologies and services, thus enabling individuals to work smarter.



ceasing operation during power outages. Additionally, the legacy system presented a significant challenge when porting numbers across different countries.

The setup incurred significant costs in terms of resources to maintain, update, and fix services. The company had been spending a significant sum per day on ISDN connections and sought a reduction to this cost. Besides, ISDN fell short in providing the technological edge and flexibility required by Ricoh Europe to meet the demands of modern business, especially when it came to implementing remote connectivity for an increasingly mobile workforce. As the company grappled with these issues, telecom regulatory bodies and service providers announced plans to phase out ISDN networks, recognising cloud telephony as the future of phone communications. This impending switch-off made transitioning to alternative solutions inevitable.



## Revolutionizing Communication through Cloud Voice - Paving the Way to the Future

The answer to the ISDN challenges was to replace it with a more flexible, cloud-based solution. Recognising SIP as the new industry standard for voice communications, Ricoh Europe embraced this forward-looking solution to align with the changing communication landscape. SIP was a flexible and low-cost cloud voice alternative to ISDN for inbound and outbound voice calls. Leveraging the widespread use of Microsoft Teams internally, the company chose to integrate voice capabilities into Teams using the Direct Routing (DR) approach.

Ricoh Europe looked to partner with a reliable managed service provider with a proven track record of previous implementations. As a Microsoft certified partner, Tata Communications facilitated the entire transformation and successful implementation of Microsoft Teams DR through the Tata Communications GlobalRapid for Microsoft Teams offering. This comprehensive solution encompassed assessment, consulting, direct routing support and seamless migration services.

Implementation of Tata Communications Global SIP Connect (GSIP) to route calls over the cloud provided Ricoh Europe instant access to inbound and outbound phone calling capabilities.

*To alleviate the administrative complexities associated with managing multiple telcos, Ricoh Europe sought a reliable partner who could offer voice connectivity in a majority of the European countries, along with support for Microsoft Teams DR. With a long-standing relationship with Tata Communications, we knew that they were dependable and had the technical prowess to successfully execute a project of this magnitude. Tata Communications became the obvious choice as it ticked all the boxes, presenting a mature solution and the optimal approach to drive this transition. By modernising our telephony infrastructure, we have established a truly unified experience for all our employees. With communication systems integrated into a single platform it's easier for our staff to collaborate, especially for teams operating in different countries*

**Mats Ran**  
Head of Business IT,  
EMEA, Ricoh Europe



## The outcome: Lower costs, greater flexibility, and improved user experience

Tata Communications GlobalRapide Cloud Voice has seamlessly moved Ricoh Europe into a world of modern business telephony solution, by replacing the outdated ISDN phone system and its associated equipment and costs. Tata Communications provided cloud voice coverage in all the locations where Ricoh Europe had business operations. Ricoh Europe also leveraged GlobalRapide for Microsoft Teams, thus streamlining the company's business communications, and consolidating them under one umbrella. This eradicated issues of incompatibility and inconsistent user experiences, resulting in substantial time and cost savings. Ricoh Europe's strategic

transition enhanced flexibility, resilience, and performance. The flexibility proved invaluable during the Covid-19 pandemic when sudden lockdowns necessitated remote work. The new cloud voice and collaboration platform infrastructure facilitated a smooth transition to a work-from-home setup for employees.

Additionally, number porting ensured that employees retained their individual extensions and were least impacted with this transition. From the operations standpoint, an integrated platform was much easier to manage and helped in reducing complexity and administrative costs.



*One of the major benefits of transition to Tata Communications cloud voice solution is that it lets us make and receive business phone calls anywhere, using any Teams-enabled device. This gives employees flexibility to stay connected whether they are working from home or travelling. The business has evolved into a new way of working. We have also seen unprecedented savings on our call costs.*

**Ravi Rao**

**Cloud Operations Manager - EMEA Infrastructure, Ricoh Europe**

Leveraging Tata Communications GlobalRapide as a unified communications and collaboration platform - along with the associated managed services - has empowered Ricoh Europe with a spectrum of benefits, including:

- 30% reduction in infrastructure and call costs
- Consistent user experience with a fully integrated solution
- Compliance with regional telecom regulations
- Number portability for business continuity
- Easy scalability without the need for a complete system overhaul
- Unmatched flexibility and mobility, keeping employees always connected and productive
- Enhanced resilience
- Simplified management by replacing multiple local carriers with a single managed cloud-based service



## About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a global digital ecosystem enabler powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit [www.tatacommunications.com](http://www.tatacommunications.com)

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