

Ricoh Case Study



Eversheds Headquarters, London, UK

Eversheds cuts cost, improves productivity and reduces waste with improved print infrastructure

- **International law firm, Eversheds, is working with Ricoh to manage its entire office and print room fleet of print devices across 10 offices throughout the UK.**
- **Adopting a combination of Ricoh's print hardware and its partner Equitrac's Professional print management and accounting software, Eversheds has been able to create consistency in service level agreements.**
- **Ricoh is also helping Eversheds to implement "green" printing initiatives to help the company achieve the ISO14001; 2004 environmental standard and reduce the environmental impact of its print fleet.**
- **Eversheds has already reduced its print costs by 10 per cent.**

About Eversheds

Eversheds LLP and its world wide offices have over 3,500 legal and business advisers providing services to the private and public sector business and finance community. Access to all these services is provided through 44 international offices in 27 jurisdictions. Eversheds combines local market knowledge and access with the specialisms, resources and international capability of one of the world's largest law firms.

Overcoming print headaches

The sheer scale of Eversheds' operations brings a raft of benefits to its clients, but it can also create challenges when it comes to managing cost. In an organisation of Eversheds' size and sector, the production of hard copy materials is an essential, but expensive, activity and it was a need to keep print costs under control that spurred the firm to re-evaluate its approach.

A project team was led by Paul Carris, head of mobility & office IT, to identify the areas that could be improved in the print infrastructure. It soon became apparent that visibility of the organisation's print costs and components was limited, as Carris outlines:

"The incumbent print infrastructure was made up of devices from a wide range of suppliers. Virtually every office had developed its printing facilities independently of one another, which meant that there was no central strategy that enabled individual offices to learn from best practice, no pooled purchasing power and it was also difficult to identify how many and what type of devices were being used."

Crucially for Eversheds, the huge array of suppliers meant there was no enterprise-wide consistency in terms of service level agreements in place with the various print suppliers. Not only did this mean that the speed with which problems were resolved could vary significantly, it also meant that the processing of multiple invoices was costing the firm time and money. A decision was taken to address these problems by selecting a single strategic print partner to supply the print infrastructure for all of Eversheds' UK offices.



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Identifying customer needs

Carris led his team through an extensive tender process to find a suitable supplier for the firm's combined office and print room systems. Ricoh, Canon and Pitney Bowes all tendered for the business, before the Ricoh proposal was selected, which was developed in conjunction with print management and accounting software specialist, Equitrac.

Carris outlines why the tender was successful. "From a technological perspective, the breadth of Ricoh's hardware offering and its partnership with Equitrac meant it was ideally placed to support our strategy. We needed to know that the most appropriate device would be used to produce each print job and that we would have full visibility of the associated costs. We felt that the Ricoh / Equitrac partnership was by far the best fit for Eversheds."

During the tender itself, Ricoh impressed the Eversheds project team with its approach to the process. "Ricoh was the only supplier that came to the table with a solution which really focused on our initial requirements," Carris continues. "They were the only company that offered to put Ricoh staff in our offices at all times. This had not been offered by our previous supplier and dramatically reduces the

number of problems we encounter and the time that a machine is out of service — compared with traditional support agreements. This approach made the Ricoh proposal stand out from the competition."

Another key factor in determining Ricoh's success was the company's extensive environmental credentials. Eversheds has gone to great lengths to improve its "green" capabilities in its supply chain and business operations in recent years, including consulting with staff on which environmental initiatives the company should take part in, and holding climate change days. Since Eversheds is now recycling 70 per cent of its total waste and has reduced its energy usage by 10 per cent in line with its sustainability strategy, it was imperative that the successful tender could also demonstrate its commitment to the environment. The ideal supplier would uphold the same environmental values and be able to offer guidance on environmental policy.

Amongst its efforts, Ricoh UK's ISO14001; 2004 and Carbon Trust accreditations were seen as a key indicator of its long-term green activities and, as Eversheds itself is working towards the ISO standard, helped to

cement the deal. Ricoh also offered advice on how Eversheds could reduce paper wastage, by introducing duplex as standard, testing A5 printing and encouraging staff to "think before they print". These initiatives will save money in the long run, and raise staff awareness of the need for responsible printing, thereby supporting the company's drive to attain ISO14001; 2004.

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Linking print to business strategy

Adopting the new print infrastructure has enabled the business to improve its operations and services in a number of key ways. The integration of Equitrac Professional software with Ricoh's hardware will enable the firm to gain a clear picture of its print systems and costs, and to more accurately attribute rechargeable costs to clients in each of the business areas.

Ricoh has also worked alongside the firm to address subsequent business requirements as they emerge. For example, it was heavily involved in supporting Carris and his team through Eversheds' recent re-location to Wood Street, London. Rather than simply transferring devices from one building to another, Ricoh was on hand to evaluate the premises and improve the infrastructure for the new building.



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Developing an ongoing partnership

The wholesale changes that needed to be made to the Eversheds print infrastructure had to be planned in great detail to mitigate the risk of problems occurring during the implementation. From day one, Ricoh has worked closely with the Eversheds project team to advise on the phased roll-out which began with the business services areas of the firm before turning to the fee earning divisions.

This hands-on approach to the management of the account has been continued since the completion of the implementation with the two parties developing a very strong working relationship to realise Eversheds' objective of creating a strategic print partner. Ricoh's account management team works with Eversheds' internal departmental managers to identify and drive changes in infrastructure, as well as responding to any issues that end users are experiencing.



Eversheds has also developed an IT Innovation Council, on which representatives of Ricoh sit to ensure that new developments in its technology are shared and adopted by the firm as required. This relationship is likely to be strengthened in the future, as Eversheds is currently developing supplier forums to encourage the sharing of best practice methodologies for future technology and business projects.

Future requirements

There are already several projects to enhance the infrastructure in the pipeline. As part of Eversheds' environmental commitment, Carris and his team are looking at ways of reducing the volume of paper consumed by the business and are developing plans to create a paperless environment, which would be facilitated by Ricoh's scan-to-file functionality.

The introduction of "Follow-You Printing™" across the company's network will also help to meet demands for greater levels of flexibility and security in the working environment, another of the business' key strategies.

"Eversheds is committed to increasing the level of mobility and security of the documents it prints — to the benefit of both staff and our clients alike," Carris explains. "Follow-You Printing™ will allow staff to send a job to print in one office and securely unlock the job when they arrive at another of our locations. Not only will this mean they don't have to physically carry documents from one place to another, it will also increase the security of those documents by taking them out of transit."

"Ricoh's support and expertise in identifying and meeting our specific requirements has been outstanding and has proved invaluable in helping Eversheds to achieve its strategic print objectives to date. We have already reduced print costs by 10 per cent per annum which is fantastic. Considering the close involvement that Ricoh has with a number of our internal initiatives, we have every confidence that our relationship will go from strength to strength in the future," Carris concludes.