

CASE STUDY [IT]



## Ricoh Australia

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**Ricoh is a global technology company, best known in Australia for its familiar range of office equipment and services including printers, projectors, document management systems and IT services. Headquartered in Sydney, Ricoh Australia maintains branches in all mainland capital cities.**

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## **New services herald a time of change.**

Ricoh's Australian operations have been through enormous change. Acquisitions and expansion into new markets, including the development of highly successful professional services and IT services arms, had resulted in the company doubling in size.

Part of the reason for Ricoh's success is the company's commitment to quality. Declan O'Reilly, business excellence manager, oversees an excellence group which is tasked with ensuring adherence to quality and compliance requirements, including ISO 9001, ISO 14001, ISO 27001 and the CarbonZero

## **Business Benefits**

Streamlined operation and compliance management

Improved communication with staff out in the field

Processes owned by subject matter experts

A more consistent customer experience

Faster onboarding of new staff

Removal of ambiguity with a library of frequently used acronyms and terms

environmental standard which attests to Ricoh's carbon-neutral operations.

To manage quality processes, Ricoh has long relied on an internally-developed quality management software system. Created a number of years ago, the system became disparate, with information stored in a variety of places. There was no clear-cut ownership of processes.

'We had procedures stored in one location, processes in another and forms in another. This made it cumbersome to maintain. We were struggling to keep the quality system up to date.' Declan O'Reilly, Business Excellence Manager, Ricoh Australia



**Process ownership  
belongs with the  
subject matter  
experts.**

To avoid problems with outdated or inaccurate processes, Ricoh wanted to replace their quality system with a new tool that would enable them to impose dates for review of content. It also had to make process information accessible to all employees, including those working out in the field. Nintex Promapp was chosen as the tool to solve these problems.

To test its suitability, Ricoh began with a one-month pilot project involving four areas of the business – the business excellence team, HR, product strategy and IMACD, Ricoh's asset management group. Two weeks into the project all team members agreed Nintex Promapp was working well and there was no need to continue with the pilot. Ricoh Australia moved ahead and replaced its quality system with Nintex Promapp.

A major benefit was the ability to nominate an expert within a procedure. This removed doubt about ownership and ensured users could easily identify who to turn to if they needed more information. It also allowed information systems to be included as part of the procedure documentation.

## With each new process, the benefits accrue.



'Users can follow the customer life cycle – from how we launch a machine, to how we sell it to the customer, how we fulfil orders, bill customers, provide service over the course of the machine's life and how we collect the machine at the end of its life. This is changing the mindset around the company and helps to ensure a consistent experience for the customer, no matter who they deal with.'

Some teams have created content regarding procedures tailored for certain customers. This has allowed Ricoh to centrally capture information about specific customer requirements such as how a company needs to be billed, the protocol for service calls, or delivery arrangements. Similar to internal users, customers are invited to provide feedback on any of the content and this is sent directly to the relevant teams in charge of the procedure.

'These teams have taken this approach one step further by socializing the procedures, and sharing the information with customers to ensure the information is captured accurately. The customers love this degree of transparency. Some have even put the links to the processes on their own websites, so if their staff have any questions about the relationship with Ricoh, they can click on the link to see a read-only version of our procedures.'

**'Our logic was that the people in each business area are the subject matter experts. They are the ones best placed to take on ownership and maintenance of procedures.'**

**DECLAN O'REILLY**

Business Excellence Manager, Ricoh Australia

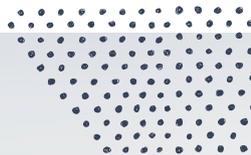
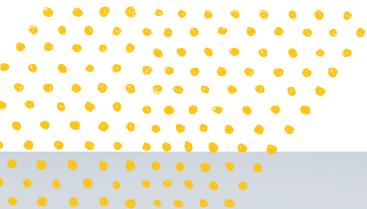
# A future of continuous improvement.

'We weren't expecting to see benefits until a few months in. Instead we began seeing benefits almost immediately. What we expect now is that as we expand the Nintex Promapp footprint in Ricoh, we will continue to get feedback from users and customers, and that in turn will enable us to keep on improving our knowledge, content and procedures.'

**'Nintex Promapp has become the single source of knowledge within Ricoh and the migration itself has given Ricoh's teams an opportunity to update processes and structure them in a customer-centric manner.'**

**DECLAN O'REILLY**

Business Excellence Manager, Ricoh Australia



# About us

Promapp is now part of Nintex. We believe that expressing and managing process knowledge simply is crucial to sustaining an ongoing culture of process improvement. With our intuitive and powerful cloud-based process management and automation capabilities, used by 8,000+ organizations worldwide, our customers and partners can easily manage, automate and optimize business processes with clicks not code.

Sign up for a [30-day free trial](#) or [join an intro webinar](#) to see Nintex Promapp, the process platform teams love to use, in action.

## Connect with us.

[promapp.com](http://promapp.com)



### NINTEX BELLEVUE

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10800 NE 8th Street, Suite 400,  
Bellevue, WA 98004  
United States  
P: +1 (425) 324 2400  
F: +1 (425) 458 0105

### NINTEX IRVINE

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1 Post, Suite 175  
Irvine, California 92618  
United States  
P: +1 (949) 242-0455, Option 1  
Toll Free: +1 (877) 462-5667,  
Option 1

### NINTEX LONDON

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Ground Floor  
138 Fetter Lane  
London, EC4A 1BT  
United Kingdom  
P: +44 (0) 20 3693 0200

### NINTEX DUBAI

---

Dubai Internet City, Building 9  
3rd Floor, Office 314  
Sheikh Zayed Road  
73000  
UAE

### NINTEX MELBOURNE

---

Level 15, 595 Collins Street  
Melbourne 3000  
Victoria, Australia  
P: +61 3 9912 1800  
F: +61 3 9912 1812

### NINTEX SINGAPORE

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8 Marina View  
Asia Square Tower 1  
Level 07-04  
Singapore 018960

### NINTEX AUCKLAND – WHERE PROMAPP™ WAS BORN

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Eden 3, 16 Normanby Road  
Mt Eden  
Auckland 1024  
New Zealand  
P: +64 9 281 3436

### NINTEX HONG KONG

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28/F., AIA Central,  
No. 1 Connaught Road  
Central, Hong Kong  
P: +852 2824 8468

### NINTEX MALAYSIA

---

Suite 8-3  
Level 8, Menara Cimb  
Jalan Stesen Sentral 2  
KL Sentral  
Kuala Lumpur 50470  
Malaysia