



Case study: Manufacturing

Ricoh

Identical but individual

Ricoh Europe B.V. in Amstelveen is the European headquarters of Ricoh Company Ltd., the leading global manufacturer of office equipment such as printers, multifunctional products, and fax machines, software solutions and services for the whole document life cycle, and an advanced range of added value services and supplies.

Challenge: brand consistency

From its Netherlands headquarters, Ricoh Europe B.V. is responsible for marketing, sales and service of Ricoh products in Europe, the Middle East and Africa.

The European Ricoh Group markets its products under a number of different brands

– Ricoh, Lanier, Nashuatec, Rex-Rotary, and Gestetner.

For Dellwyn Oseana, Project Coordinator, Internet Development Group at Ricoh Europe, the challenge for the company's Internet presence was a multi-faceted issue – to be able to communicate the different brands, reuse common regional

content, remain brand consistent and provide content in many different languages as well as allowing local markets to upload their own information to their own country Web sites.

“BluePrinting was our biggest and most important strategic decision. I believe we are now only confined by our own imagination of what we can do online.”

Dellwyn Oseana, Project Coordinator,
Internet Development Group at Ricoh



Case study: Ricoh

Benefits: consistency and control

Ricoh decided to implement SDL Tridion in 2003 as its BluePrinting™ technology was able to meet the requirements of this complex structure of many brands and different languages.

The Ricoh Group handles all product and corporate information and manages that content on the corporate Web site through EMEA Headquarters in Amstelveen and the NRG Headquarters in London. Information is uploaded to the parent in the BluePrint structure and countries can choose which product pages they need to make available on their own country Web sites.

Depending on their own introduction schedules, the national offices may choose different launch dates for products in their markets and deploy those pages at a later time.

Each brand has its own banner area and color scheme but shares the very distinct look and feel of the parent company. Navigation and the banner design is consistent for all the national sites. "Before we worked with SDL Tridion, content maintenance and brand control was close to impossible," says Dellwyn Oseana, Project Coordinator, Internet Development Group, Ricoh Europe. "BluePrinting was our biggest and most important strategic decision. I believe we are now only confined by our own imagination of what we can do online." Oseana adds.

Proof: immediate effects

Within the Ricoh Group there are now at least 200 pages per Web site with the largest having 1200 pages; there are EMEA Web sites in 16 languages (including Russian and Hebrew) covering 20 countries. Throughout the Ricoh Group more than 100 people are trained in SDL Tridion. "The marketing department uses the Web as another strategic tool, and not just an operational or marketing tool," says Oseana.

"Control is our biggest reward," comments Oseana. This happens at multi-lingual, multi-brand and multi-organisational levels.

In 2005 for instance, the Ricoh logo was changed and of course every page in every Ricoh Web site had to be changed. This was scheduled to change for a specific date. The change was made once and added to the publishing list to take effect at midnight. "We were relieved that it could be scheduled to happen in the future, so we would not have to be in the office until the small hours. The effect was immediate," Oseana comments.

Over the past year, Ricoh has placed a greater emphasis on its green credentials and its contribution to the environment. It was decided to include an environment tab in the top navigation bar for each site. Before, the environment section was less prominent and resided at a lower level. "Via SDL Tridion, we were able to change the navigation for all the sites in less than a day," Oseana happily reports.

www.sdltridion.com | info@sdltridion.com

Copyright © 2007 by SDL Tridion.

SDL Tridion®, SDL Tridion R5™, BluePrinting™, SiteEdit™ and WebForms™ are trademarks of SDL Tridion Holding B.V. or its affiliates. All other company or product names used herein may be trademarks of its respective owners.