Ricoh Singapore Innovates Business

Provides greater customer value through cloud

Ricoh Singapore

Industry

Information Technology Services

Challenges

- Cost inefficiencies and recurring downtime due to ageing hardware.
- On-premise data center environment was not adequately supporting business growth.
- IT maintenance overhead was detracting from business-centric objectives.

Solutions

- Lumen Cloud Application Manager
- Lumen Cloud Consulting, Cloud Migration and Managed Cloud Services.

Benefits

- Cloud deployment has improved operational efficiency and agility.
- On-demand multi-cloud management and consolidated billing.
- Boosted resiliency and business continuity.
- Project delivered ahead of schedule for an efficient migration.

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— Adrian Lim,
Head of IT,
Ricoh Singapore

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The customer

World-leading provider of workplace technologies, including information management and digital services.

For more than 80 years, Ricoh has been driving innovation as a leading provider of technology that transforms business processes as well as document and information management. Since the company's beginnings as a manufacturer of office equipment in 1936, Ricoh has a strong history of innovation. Today, the company empowers digital workplaces by providing end-to-end integrated solutions through four core capabilities: Managed Document Services, Production Printing, Office Solutions, and IT Services. Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries.

Ricoh (Singapore) Pte. Ltd. was established in 1995 as part of Ricoh's expansion of sales and service office locations to support the company's Asia-Pacific customers.

The challenge

Modernizing on-premise workloads to enhance agility and resiliency

Near end-of-life infrastructure was incurring major cost inefficiencies for Ricoh Singapore, and also resulted in ongoing incidents and downtime. Furthermore, managing their existing on-premise data center environment was not aligned with the company's growth and innovation ambitions – particularly with an extremely lean IT Department.

Hence, as a print specialist in the industry, Ricoh Singapore is always looking for the best infrastructure model to ensure smooth print operations without data packet loss or data distortion.

To address these challenges and harness new capabilities, Ricoh Singapore wished to adopt a cloud-first approach. "Aging infrastructure was a nagging problem for our organization," says Adrian Lim, Head of IT at Ricoh Singapore. "Maintenance costs and the business impact of recurring downtime meant the time was right for an overhaul of our current IT infrastructure. Moreover, a cloud-native solution would align with Ricoh's regional strategy of a cloud-first approach, as well as integrating into Ricoh's broader disaster recovery processes." While the overarching priority was to reduce the burdens of their infrastructure overheads, the IT team also had innovation and growth goals firmly within their sights. This included supporting the company's cloud printing business and its customers

> **"** The transformed cloud environment architected and delivered by Lumen team has provided us more resilience and agility, and this is important for us to deliver more innovative services to our customers."
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by enabling subscription-based services and this helps Ricoh to turn on the services to customers faster and reduce services deployment time.

Furthermore, as COVID-19 had accelerated a trend towards remote working, the company also had a focus on supporting their employees and customers with remote access to the right tools, information, and systems. "There was definitely an urgent need for us to ramp up our digital services and empower an increasingly remote workforce," Lim stated.

"In our initial conversations with the Ricoh Singapore team, it was clear that they were seeking a cloud migration journey that would be as seamless as possible," explains Ignatius Wong, Director, Product Management, Hybrid Cloud and IT Solutions at Lumen Asia Pacific. "We were cognizant that Ricoh Singapore needed a cloud solution that was designed to meet both their business and IT objectives and was within their budget constraints. Hence, it was crucial that we devised a transformation strategy that would address all their technical requirements and challenges, plus enhanced the overall experience of Ricoh's end customers."

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The solution

AWS Cloud backed by Lumen Cloud Consulting, Cloud Migration and Managed Cloud Services

Ricoh Singapore's steps in transitioning from a data center centric environment to the cloud began with a period of extensive consultation with the Lumen team for them to analyze the on-premise workloads from an operational, cost, and security perspective. As the project's lead, Mr. Lim mandated that there must be zero impact to their business or customers, so the Lumen team extensively mapped out Ricoh's existing environment and planned a risk-free cloud migration strategy.

Lumen first put forth a proof-of-concept (POC) solution on the AWS public cloud platform, in which to demonstrate the viability of a public cloud. Ricoh and Lumen worked collectively to deploy and test the POC environment, to ensure it adhered to Ricoh's technical and business expectations. The success of the POC gave confidence to proceed with a full migration.

The data center migration of the production systems leveraged Lumen's cloud orchestration engine, Cloud Application Manager (CAM) – helping to easily relocate applications, and services to the new AWS public cloud environment. The centralized CAM platform also enabled greater control and agility of the end-state environment, by delivering improved governance, cost visibility and IT efficiency.

In addition to the tools Lumen team brought into this project, "The attention to detail and technical expertise exhibited by the Lumen team were key differentiating factors for us during our vendor selection process," said Lim. "We embarked on this journey feeling confident that the Lumen team was committed to understanding our requirements and challenges and would enable the digital transformation we needed."

Moving to a cloud-first strategy has also eliminated the need for troubleshooting of technical issues on-site. Additionally, building resilient applications was essential for Ricoh Singapore to protect against undesirable events such as a server failure or data corruption. "The Lumen solution we implemented had to also encompass scalability of important workloads" adds Aung Nyein Chan, IT Operations Manager, Ricoh Singapore. "Our migration to AWS Cloud was architected to enable reliable scalability for our present needs and future requirements. The transformed cloud environment has provided us more resilience and agility, and this is important for us to deliver more innovative services to our customers."

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The benefits

Kickstarting their business transformation

Migrating to the cloud has delivered substantive business benefits to Ricoh Singapore. In large, this was due to reducing the burden on IT to manage on-premise hardware and outsourcing the management of their virtual machine environment. "This transformation project has resulted in our ability to focus more on business innovation rather than spending time on mundane IT tasks. Ultimately, the time and cost benefits can be passed to our customers," said Lim.

The single pane of glass experience from Lumen's CAM solution has been a major value-add to the cloud migration, as well as the management of virtual machines and the AWS environment. The foundation for application modernization has been established for Ricoh Singapore, particularly to serve business areas such as cloud printing. With the implementation of cloud, the company is now in a stronger position to build a continuous integration / continuous delivery (CI/CD) pipeline to improve the process of application development.

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