RICOH

Organization: RICOH Americas Corporation

Location: United States

Website: ricoh-usa.com

Industry: IT Production/Services

- RICOH Americas Corporation, founded in 1962, is the global information and technology company and a leader in information mobility for today's changing workforce.
- Established in Tokyo in 1936, Ricoh Group today operates in more than 200 countries
- 108,525 employees with US$ 21.5 billion (2010)

Notable data sources:

BellaDati deployment:
Cloud

Business Situation
Ricoh's Integrated Cloud Environment (ICE) helps small and mid-size businesses (SMBs) and educational organizations to improve productivity and reduce cost, by enabling their mobile workers to gain remote access to content wherever and whenever they happen to be. Currently ICE serves up to 16 cloud services providers which includes: Google Drive, Ricoh DocumentMall, Dropbox and Evernote etc.

Mobile workers can access and print documents from any location in the world via smartphones, tablets, PCs or the MFPs (multifunction printers). It produces valuable data about customers' usage behavior towards Ricoh products. Ricoh's product managers have been seeking for easy and flexible ways to analyze these customer usage and behavior data via analytic tools.

Technical Support
Ricoh's product managers are facing difficulties to create insight reports on customers' usage and behavior data on demand at a high frequency. This requires flexibility to easily slice, drill and filter data without having long report development lifecycle. Product managers have to be able to respond to various analytic requirements quickly and report to Ricoh management team in meaningful and visualized way. Furthermore, Ricoh hopes to enable sharing of reports with management team in a more effective way.

BellaDati Solution
BellaDati helps ICE product management team to analyze customers' usage and behavior data effectively. KPIs such as popularity of features among ICE products, no. of documents sent via various cloud services such as GDrive, Dropbox etc, active customer segmentation, demand peaks, customer usage preference towards cloud services etc. These KPIs are complemented by live and vivid dashboards with flexible drill down and filtering. BellaDati helps Ricoh to keep focused on the right customer segmentation, as well as enhancement on more popular features of ICE products. With BellaDati, Ricoh is able to boost and streamline sharing of live reports among teams and management. At the same time, it significantly reduces the time devoted to reports development compared with previous work in Excel.