



This case study was developed with a client of SDL, which is now part of RWS Holdings plc



Consistency and control

Solution elements:

Tridion Sites®

Tridion® DXD

BluePrinting®

“Tridion 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.”

Identical but individual

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

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 in the Internet Development Group at Ricoh Europe, the challenge for the company's internet presence was a multifaceted 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 allow local markets to upload their own information to their own country websites.

“The marketing department uses the web as another strategic tool, and not just an operational or marketing tool.”

Dellwyn Oseana
Project Coordinator,
Internet Development
Group, Ricoh Europe

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Ricoh decided to implement Tridion Sites BluePrinting technology as it 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 website 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 websites.

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 colour 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 Tridion Sites, content maintenance and brand control was close to impossible. Tridion 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,” says Dellwyn Oseana, Project Coordinator, Internet Development Group, Ricoh Europe.



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Immediate effects

Within the Ricoh Group there are now at least 200 pages per website with the largest having 1200 pages. There are EMEA websites in 16 languages (including Russian and Hebrew) covering 20 countries. Throughout the Ricoh Group, more than 100 people are trained in Tridion Sites. "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 multilingual, multi-brand and multi-organizational levels.

For instance, when the Ricoh logo was changed, of course every page in every Ricoh website had to be changed. This was scheduled to change on 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 added.

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 Tridion Sites, we were able to change the navigation for all the sites in less than a day," Oseana happily reports.

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Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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