

RICOH
imagine. change.



The future
of work.

The forces driving
the evolution
of the digital
workplace.



A changing world needs a new approach

The world is changing in ways that were unimaginable 20 years ago. People are interacting with each other and with information faster and in more ways every day. Mobility has taken hold and made it easier to connect with others for personal and work purposes. What was almost unthinkable just two decades ago is now taken for granted.

As people have become more connected, the workplace has also changed. Work is no longer a destination but an activity. Workers expect to be able to collaborate with colleagues and partners from anywhere, using mobile technology.

Companies must invest in the right infrastructure, platforms, software and devices or risk becoming disconnected in an increasingly-connected world. Unified communications (UC) technology is emerging as a critical element of more efficient workplace collaboration. It should be a key focus area for companies looking to save money while increasing productivity.

This whitepaper explores the drivers behind the shift towards mobile and examines some of the ways in which mobile UC is unleashing workplace productivity.

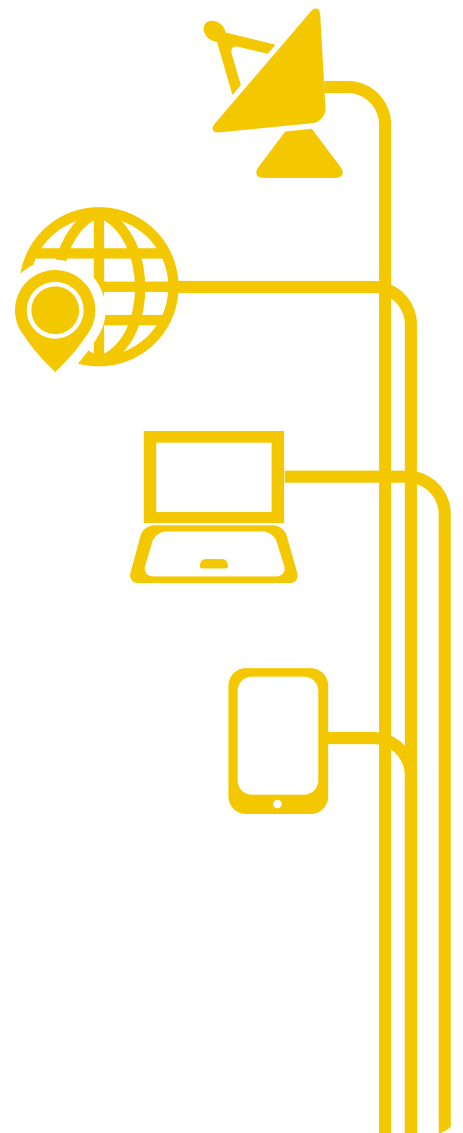
Meeting workplace expectations in a mobile world

Mobile technology advances, internet-based applications and the rise of secure cloud platforms have seen workplace expectations evolve, resulting in the evolution of workplaces themselves. Fixed office locations are becoming irrelevant as technology brings employees closer together no matter where they are.

Videoconferencing infrastructure is now commonplace for many workplaces, and teleconferencing devices are ubiquitous. The unprecedented reach enabled by mobile communications demonstrates how constrained the workplace was when such systems were purely office-bound.

Organisations stand on the cusp of a new age in workplace mobility and connectivity. New products and services let them tap into enterprise-grade technology that not only connects them to anyone from anywhere, but also facilitates real-time online collaboration between employees, partners and customers, even over vast distances.

At the same time, market pressures are seeing many organisations downsize and consolidate their existing infrastructure, even as they face rising expectations from the companies and individuals they do business with. Those that embrace innovation are more likely to keep their competitive edge in the new market environment.



Adapting to change: survival of the innovators

Automation and acceleration are core themes for C-level executives looking to remove excess costs from internal systems, and to leverage new solutions and innovative technology for greater productivity.

Many organisations are acutely aware of the challenges they face, but struggle to find the budget and resources to fully embrace the technology that will help them achieve these goals.

According to market research firm, IDC, almost one-fifth (19.5 per cent) of companies identify operational efficiency as a top CEO goal in 2015, while 15.7 per cent stated that company-wide cost savings were also a major goal for the CEO¹.

The same IDC research showed that 72 per cent of respondents have seen changes in their operating environment and 28 per cent of respondents voiced concerns over escalating operations costs.

Meanwhile, 8.9 per cent of respondents wanted a more flexible, capable infrastructure to anticipate and respond to enterprise demands.

However, for 15.3 per cent of respondents, lack of budget to cover new IT initiatives in a timely manner was restricting IT's ability to deliver new solutions.

In other words, businesses are constantly on the lookout for cost-effective technology that will help them lower operational overheads. This is reflected in the rising trend of companies increasingly choosing managed services for many of their systems and operations, while also moving to subscription-based models for software and infrastructure to help lower capital expenditure overheads.

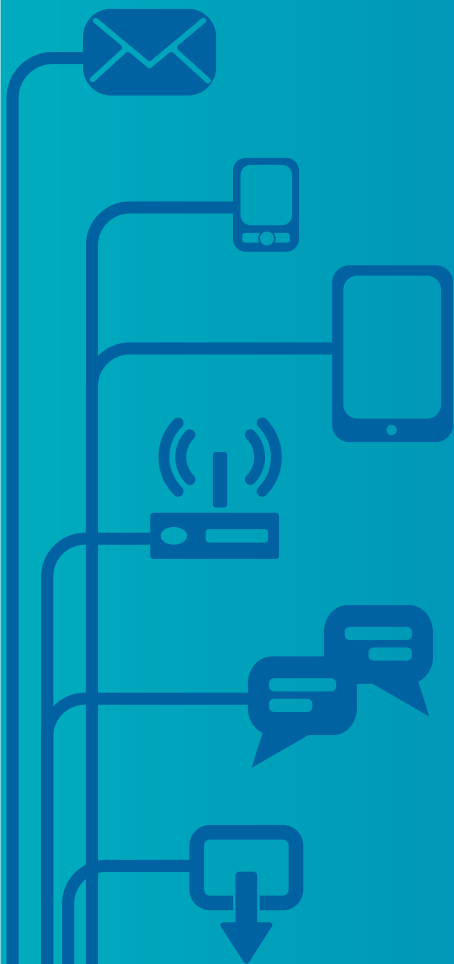
It is no surprise, then, that the Australian market is now awash with managed service providers delivering cost- and time-saving technology, such as unified communications.

How third-platform technology is shaping tomorrow's workplace

Many of the managed services that are becoming so popular with organisations working to streamline their operations and modernise their infrastructure rely heavily on so-called third-platform technology: mobile, social media, cloud, big data and now also the Internet of Things (IoT).

In December 2014, IDC predicted that third-platform technology will account for one-third of global IT spending and 100 per cent of spending growth².

A greater reliance on mobility, managed cloud-based services, and IP-based interaction internally and externally will see diminishing on-premise infrastructure, a greater occurrence of BYOD, and an increasing reliance on remote collaboration and conferencing platforms to help keep large distributed and mobile workforces efficient and productive.



¹ IDC Asia/Pacific C-suite Barometer 2015

² IDC Predictions 2015: *Accelerating Innovation – and Growth – on the 3 Platform* (IDC #252700)

Unified communications' place in the evolving office.

Among the fastest-growing business solutions facilitated by third-platform technology is unified communications and collaboration (UC&C), often offered 'as-a-service' over an IP network. Along with cloud architecture and mobile technology, UC&C has strongly influenced workplace evolution.


A combination of factors has driven UC&C uptake. Businesses require enhanced productivity and quick technology deployments, and are demanding cloud-based solutions and interoperability. At the same time, market trends such as an increasingly distributed mobile workforce and smart mobile devices, broadband growth, and data security and privacy are creating a need for infrastructure that can support these emerging technologies.

Frost & Sullivan research has found that the Australian UC services market alone, which encompasses managed services, cloud-based UC and hosted UC services, grew by 8.3 per cent for the financial year ending 2014³.

This growth figure clearly highlights UC's role as a fulcrum in the workplace evolution. As organisations look for greater flexibility from their UC infrastructures, demand for hosted and cloud-based UC solutions as well as managed services for UC will increase.

New products and offerings being introduced into the local market, such as the Ricoh Unified Communication System, will let businesses communicate and collaborate from anywhere. Its subscription-based user model lowers the purchase barrier for cost-conscious companies.

³ Frost & Sullivan Australian Unified Communications Market Report 2014, <http://www.frost.com/prod/servlet/press-release.pag?docid=291231147>

A woman with brown hair tied back, wearing a white button-down shirt, is smiling and looking towards a laptop. The laptop screen shows a video conference with three participants: a woman on the left, a man in the center, and another man on the right. In the background, other office workers are blurred, suggesting a busy office environment.

The culture of collaboration in the workplace of the future

Organisations that have already adopted third-platform technology are likely to have already caught a glimpse of where the workplace evolution is heading. It is a future where unified communications and collaboration technology will play a central role in how businesses operate.

IT infrastructure is moving out of the building and into the cloud. Employees are as likely to use their own devices as company-issued hardware. Office-bound videoconferencing equipment is making way for mobile systems that can be set up anywhere to let employees do their work from the road.

The flexibility offered by these third-platform services will let business rapidly scale their operations up

and down as demands dictate, and leverage existing resources for greater productivity and agility.

This will be reflected in the workplace by a greater occurrence of software-defined networking, hot-desks, real-time processes and more flexible, fluid and modular workspaces.

The culture of collaboration is arguably the heartbeat of any successful organisation. As third-platform technology becomes more integral to today's business landscape, communication and collaboration between companies and their employees will become increasingly mobile. Distances will no longer be a barrier to workspace capabilities.

Ricoh's technology solutions that enable the workplace of the future.

Resources such as Ricoh's Unified Communication System (UCS), which are supported by advanced Ricoh technology, can provide organisations with the real-time collaboration tools necessary to improve meeting efficiency and workforce productivity in the evolving workplace.

This technology, and others like it, can help increase the pace of information-sharing and decision-making by providing employees with more flexible communications options that are easy to access and use, as well as being powerful business tools.

Ricoh's Unified Communication System provides real-time interactive audio and video communication with multiple locations via the Internet. It frees users from the constraints of location and environment imposed by conventional video conferencing systems, and the need for special knowledge required by web conferencing systems.

This cloud-based system offers a high degree of freedom and does not require dedicated rooms or a dedicated network. Hardware and Solutions include the P3500 portable video conferencing device, the PJ WX4141N – ultra-short throw projector, the D5510 Interactive Whiteboard, and Ricoh's Smart Applications. Ricoh's UCS can help companies and their employees communicate efficiently by letting users work and share information from virtually anywhere.

The Ricoh Huddle Box

For the ultimate in workplace collaboration, Ricoh has developed the Huddle Box.

The Huddle Box takes the traditional huddle concept and turns it into a fully connected and interactive collaboration facility. With Ricoh's portable ultra-short throw projector and the UCS platform integration that supports its functionality, any space, no matter how small or large, can be transformed immediately into a huddle room.

The Huddle concept lets the team collaborate easily for quick decision-making and increased productivity by using Ricoh's UCS integrated hardware and software.

For more information about Ricoh's Unified Communications System solution, please contact 13 RICOH.

About Ricoh.

Ricoh is a global technology company specialising in office imaging equipment, production print solutions, document management systems and IT services. Headquartered in Tokyo, Ricoh Group operates in about 200 countries and regions. In the financial year ending March 2015, Ricoh Group had worldwide sales of 2,231 billion yen (approx. 18.5 billion USD).

The majority of the company's revenue comes from products, solutions and services that improve the interaction between people and information. Ricoh also produces award-winning digital cameras and specialised industrial products. It is known for the quality of its technology, the exceptional standard of its customer service and sustainability initiatives.

Under its corporate tagline, *imagine. change.* Ricoh helps companies transform the way they work and harness the collective imagination of their employees.

For further information, please visit ricoh.com.au

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