

Case Study

RDx Empowers Employee Creativity and Collaboration With RICOH Spaces



Executive Summary

Building an agile and transformative workspace for your team

The Ricoh Digital Experience (RDx) team builds next-generation workplace SaaS solutions, including RICOH Spaces, a comprehensive workspace experience platform. The team was based in a large office space just outside of the Birmingham city centre. While the space was functional, its layout offered limited opportunities for creative collaboration and flexibility. The adoption of hybrid work policies also prompted a rethink of the space.

RDx decided to take the opportunity to downsize their office and utilise RICOH Spaces to create a workspace that would encourage productivity, collaboration, and employee engagement, turning it into a showcase of innovation in workspace management.



QUICK FACTS

Ricoh Digital Experience (RDx)

Industry: **Workplace SaaS Solutions**

Established: **2015**

Located: **Rum Runner Works, Birmingham, UK**

Headcount: **60 staff**

Established: **2015**

Office space: **3,651 sq ft**



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Creating our own workspace has given us invaluable insight into the challenges that clients are facing around bringing people back to the office and improving collaboration and efficiency.

Nathan Thomas
Head of Product, RDx

An Overview

About RDx

The RDx team was built to advance the development of Ricoh's digital experience offerings, utilising advanced technology such as AI to drive automation and deliver new services according to changing customer needs. The team thrives on collaboration and creative problem-solving, testing their latest solutions in real-life scenarios.



The Challenge

Creating spaces for collaboration and innovation

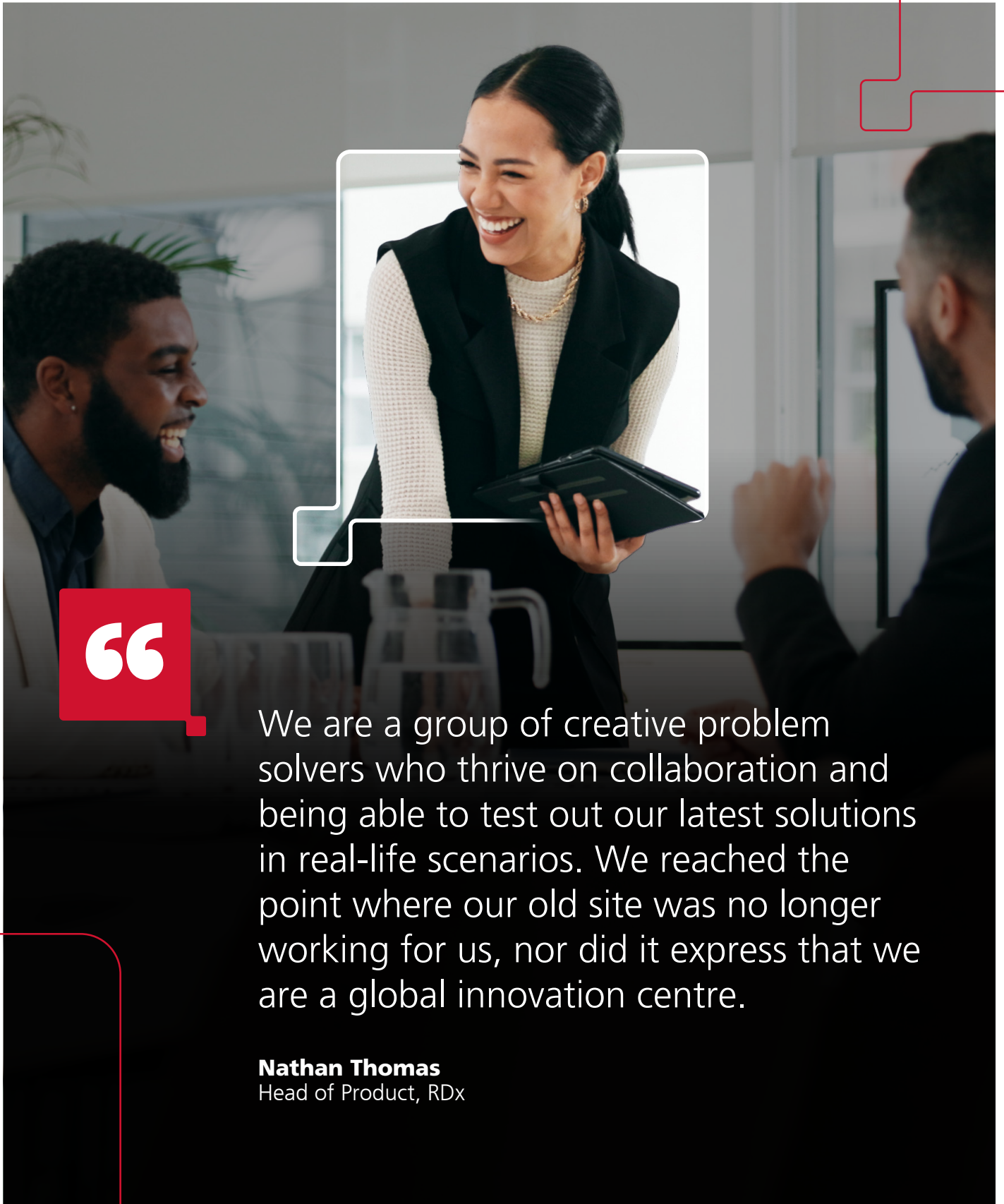
RDx had been based in their initial Birmingham office since inception. The 6,700 square feet space was designed to accommodate desks and meeting rooms but lacked dedicated collaboration zones and flexibility. While booking functions from RICOH Spaces had been deployed, there was no full-scale rollout of occupancy and environmental sensors for real time monitoring of the working environment.

Inefficient use of the space was also a challenge. Usage data revealed on average, only 50% of the space was occupied. With the advent of hybrid work policies, maintaining such a large space was no longer a practical and cost-efficient option.



Key Challenges

- The inflexible layout hindered efficiency and collaboration.
- The lack of sensors made it difficult to assess space utilisation in real time.
- The average space occupancy rate was only 50%.
- The need to create an office space that employees would want to utilise.
- The current space did not embody its role as a global innovation centre.



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We are a group of creative problem solvers who thrive on collaboration and being able to test out our latest solutions in real-life scenarios. We reached the point where our old site was no longer working for us, nor did it express that we are a global innovation centre.

Nathan Thomas
Head of Product, RDx

The Solution

Imagining a technology-led space for engagement

RDx took the opportunity to downsize their office, envisioning a new space to encourage productivity, engagement, and collaboration while showcasing Ricoh's digital innovations. They found the ideal location in Rum Runner Works, the site of a former world-famous music venue right in the heart of Birmingham.

The RDx team then worked closely with Ricoh Europe's facilities management team to design and implement the layouts, technologies, and furnishings that would be part of the new Digital Experience Centre. This included the full-scale deployment of RICOH Spaces, a single SaaS platform for managing the workspaces and collaboration needs of a hybrid workforce.

The new office had 22 desks, three meeting rooms, and plenty of informal collaboration zones—with moveable RICOH Interactive Whiteboards (IWBs) with touchscreen capabilities to facilitate brainstorming and participation. Employees can book desks, meeting rooms, and smart lockers via iOS or Android apps, web browsers, and access 3D maps for navigation. With RICOH Spaces now fully deployed with occupancy sensors, the RDx team had a complete picture of how the new office was being utilised—from increased voluntary in-office attendance to where and how employees were working.

The RICOH Spaces platform is integrated with their Microsoft 365 environment to provide a single, secure login. Sync with calendars, user profiles and security permissions to reduce IT admin overheads.



RICOH Spaces features and benefits

- A unified solution to manage changing hybrid workforce dynamics and create a flexible, technology-solution to hybrid work.
- Occupancy sensors provide real-time data to optimise office usage.
- Environmental sensors to adjust temperature, humidity, and CO2 levels for comfort and productivity.
- Integrate directly with M365 Active Directory and Google Business platforms to manage user roles.
- Cloud-based SaaS for a scalable solution without having to increase IT resources.

The Outcome

Empowering collaboration, driving productivity

RICOH Spaces enabled RDx to create an agile, futuristic workspace that facilitates innovation and productivity. IoT sensors provide comprehensive workplace monitoring, identifying usage patterns, optimising space allocation, and enabling real-time adjustments for a data-driven intelligent workplace. If someone books a room then changes plans, the sensors detect non-activity and make the space available again.

Employees can easily locate onsite colleagues in the office and book a collaboration space. Using an IWB makes it easy for onsite and off-site employees to collaborate and brainstorm without leaving anyone out.

The new site will also serve as a centre for research and development for new SaaS solutions, allowing RDx to gain experience using the new technology before going to market.

Key Benefits



Enhanced employee experience and recruitment value

Improve workplace experience and enhance RDx's value proposition for talent recruitment through leading-edge technologies and constant improvement.



Improved onsite attendance in a smaller space

Encourage office return with enhanced workplace experience and foster in-person collaboration.



Streamlined resource management with IoT

Leverage IoT and advanced sensors to automatically release booked spaces when vacant, optimising availability.



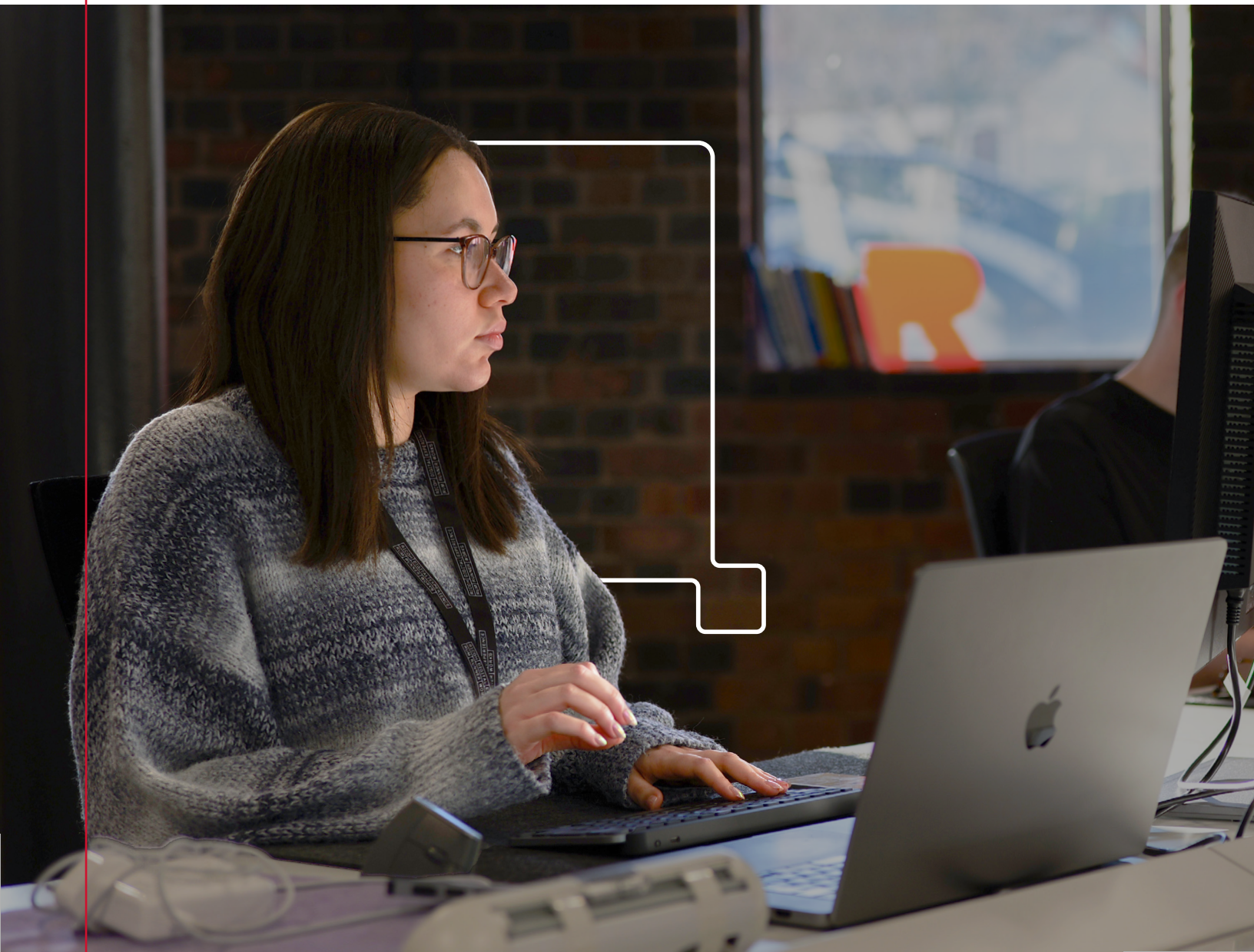
Real-time improvement of working conditions

Admins can monitor and adjust working conditions in real time to improve productivity and comfort.



Scalable on Demand

Cloud-based SaaS software allows rapid scalability and flexibility, adding new users, spaces or even locations as your organisation grows.





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RICOH Spaces has allowed us to find ways to transform and optimise the workplace that we can deploy on future projects at client locations. The new office will be vital as we continue to define the workplace of the future.

Nathan Thomas
Head of Product, RDx

Conclusion

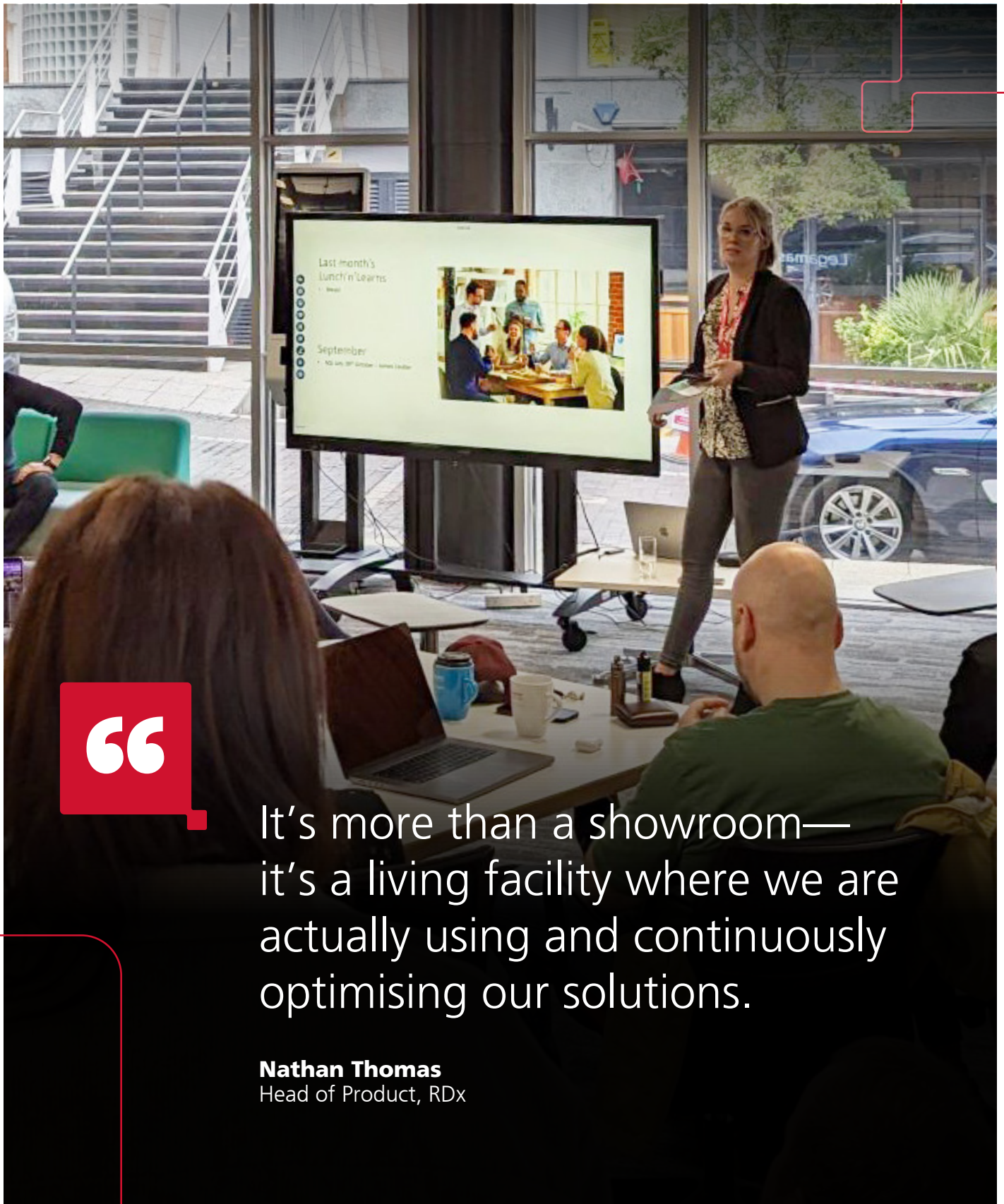
Redefining workspace efficiency with RICOH Spaces

RICOH Spaces has played a pivotal role in RDX's workplace transformation journey, the Digital Experience Centre, into a modern, cutting-edge facility that fosters a culture of collaboration and creativity.

By enhancing the workplace experience and optimising resource management, RICOH Spaces empowers RDX to adapt working conditions in real-time. Even within a physically smaller space, RDX has leveraged RICOH Spaces to uncover new opportunities and innovative ways of working.

This transformation not only enhances internal operations but also positions the Ricoh Digital Experience Centre as a practical facility where potential clients can experience RDX's workplace SaaS solutions first-hand. With RICOH Spaces, RDX continues to pioneer efficient and collaborative work environments, setting new standards for workplace excellence.





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It's more than a showroom—
it's a living facility where we are
actually using and continuously
optimising our solutions.

Nathan Thomas
Head of Product, RDx

About Ricoh

Connecting people,
processes and technology.
So you can Focus on Forward.

Since 1936, Ricoh has continuously created new ways of working—leading the way in digital transformation, sustainability, and innovative thought leadership. Today, those innovations continue to create value and spread from offices to workplaces across numerous industries, frontlines, and society.

We bring people, processes, and technology together to simplify complexity, clarify direction, tackle obstacles, embrace diversity, and help our customers uncover opportunity.

1

Empowering workplaces since **1936**

2

Empowering over **80,000** employees worldwide*

3

Serving **1.4m** customers globally*

4

Over **32,000** patents acquired worldwide*

5

Global presence in over **200 countries***

* As of March 31, 2024

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For more information, please visit [ricoh-ap.com](https://www.ricoh-ap.com)

Ready to Explore How RICOH Spaces Can Help Your Transition to a Hybrid Workplace?

Talk to our experts. Learn how we can help you create better work experiences with seamless connectivity and collaboration across teams, workspaces, and locations.



Let's connect!

CONTACT US NOW

