

Case Study

JLL
Real estate services
Managed services

Ricoh partnership and innovation transforms operational efficiency and reduces costs for global real estate business



Service innovation and a unique partnership with Ricoh has enabled JLL, the world's second largest real estate advisory organisation, to transform its workplace environment and business support services. Various Ricoh

managed services have delivered significant savings, but most importantly have enabled JLL to improve business operations, efficiency and productivity - benefits which JLL is passing on to its customers.

Executive summary

Name: JLL
Location: London and Chicago, US
Size: 45,000 staff
Activity: Real estate services

Challenges

- Rapid business and international expansion
- Business strategy to focus on core business activity and transform working processes
- Real estate marketplace changing rapidly
- Forge long-lasting, mutually effective partnerships

Solution

- Ricoh managed services
- Service Bar, Ricoh Managed Print Service, Production Print, print room, mail room and corporate support services
- Mobile printing

Benefits

- Improves operational productivity and efficiency even as business triples in size
- Enables transformation in business processes and services
- Delivers a unique and long-term business partnership
- Achieves significant cost savings - £30,000 on print every year
- Enables JLL to pass on efficiency, consistency and cost benefits to customers

Challenges

JLL traces its history back to 1783 and over some 200 years it has helped rebuild London after WW2 and expanded internationally. Today, JLL has emerged as the world's second largest global real estate organisation. It specialises in property services and investment management and has 45,000 staff in more than 1,000 locations across 70 countries. Its worldwide headquarters are in Chicago, US, with the European HQ in London. The UK represents around 60 percent of JLL's EMEA business.

Even though JLL is a long-established enterprise, it still continues to achieve significant growth and business development. The company has tripled in size in the last few years, it is expanding into new international markets and is meeting new business challenges to deliver more efficient, agile operations.

Darren Battle, Head of UK Operations at JLL, says, "JLL is not immune to global economic challenges. But since 2008, we've grown dramatically with around 20 acquisitions in the last ten years. The largest of these has doubled the size of the UK business and meant 15 additional offices and another 1,500 people. The challenge has been how to merge the businesses and work with our partners to increase efficiency and productivity."

To achieve this, JLL launched an initiative to transform its workplace environment from a traditional, separate office-based environment to one that is more open, encourages greater collaboration and is more innovative.

While JLL focuses on its core competencies, it uses experts to service business support functions through a number of outsourcing partners. Although value for money and expertise are critical, one of the most important aspects for JLL is establishing long-term relationships. A few years ago, JLL started

outsourcing its document handling and print to Ricoh and begun what has now become an enduring and highly effective partnership with Ricoh acting as a strategic advisor.

Battle says, "When choosing suppliers we look for long-term partnerships rather than chopping and changing. We don't necessarily look for the cheapest, but rather partners that we think are best value, match our culture and that don't bow down to the customer. Our partners need to challenge us and make us think. Ricoh is innovative and it pushes back boundaries, especially our boundaries. One of the best examples of this is how Ricoh has been the touchstone for JLL's workplace transformation."

JLL and Ricoh have collaborated on how best to improve the working environment, something which Ricoh has already implemented at its own UK head office in Northampton. The physical environment, colour scheme and design, office ergonomics, equipment and business processes have been changed to support a radical new approach to open, collaborative working.

Solution

JLL is using a range of Ricoh managed service solutions designed to support JLL's business transformation. The Ricoh solution centres around the Ricoh Service Bar which is a central point of contact that manages and provides a whole range of support services. It makes print room services that are in the basement, more visible and accessible in the working environment. These services include traditional post room and courier services through to day-to-day printing and professional, high-volume reproduction and document management.

The Ricoh solution comprises a Service Bar at the London HQ office where the company has completely redesigned the workspace, similar to Ricoh's major office locations. Through the Service Bar, staff have access to an enterprise-wide and centralised production print operation, as well as a print-on-demand capability in the Service Bar itself. In addition, around 200 Ricoh Multifunction Products (MFPs), distributed across 31 UK locations, support day-to-day print and document needs. Equitrac management software controls how print is used and enables features, such as Follow Me printing. @Remote software provides management information on devices - by accurately monitoring paper and consumable use as well as energy use and carbon footprint - and also the opportunity to efficiently manage the UK fleet.

The centralised Ricoh production print service - which backs up the Service Bar - is delivered from three London sites and one in Bristol. These are fitted out with Ricoh production presses to handle large, complex print projects more efficiently and cost effectively than local MFPs. There are 15

continued overleaf



on-site Ricoh staff, as well as support for document and print operations, such as control of paper and consumables and device maintenance.

JLL is reviewing how the Ricoh managed services, launched in the UK, could be replicated across other JLL European and international regions.

Benefits

The critical benefit of the Ricoh managed services solution is how it has helped JLL transform the way it works. Not only has JLL reduced the cost of support services, like printing, the Ricoh solution has made those services more efficient by bringing them directly into the place where employees use and need them.

There is a consistent approach across the UK business which means that issues can be solved remotely where before they would have needed a site visit. For each location consistency is important because people know how to approach print and post and what the services are offered throughout the business. In the UK headquarters, the Service Bar has brought services out of the print and post room, and onto the office floor so they more visible and accessible. For staff, consistency across the UK business means greater efficiency. Staff can print anywhere in any office and use technology to print, copy and scan more productively. The Service Bar means that services are brought right into the heart of where people work and where they need those services.

Although cost reduction was not the main driver for the partnership with Ricoh, nevertheless it has achieved significant savings for JLL. For example, JLL is saving £30,000 a year on its print services.

Battle adds, "Ricoh's innovative approach has benefited JLL in a number of ways. Our print capability has gone from a standard network printing capability to embracing ideas like hotspot where you can print from any device to a hotspot printer that has been enabled, and we're looking to develop that further into everyone being able to print anywhere from any device."

Greater operational efficiency has benefited customer service. Battle says, "There is an indirect benefit impact for our customers, purely from the efficiency improvements that Ricoh has helped the business achieve. We have a range of requirements, from one off projects to the regular monthly

reporting to our customers. The Ricoh Service Bar means these can be done quickly and at a low cost. Customers benefit because we are more efficient, more consistent and more cost effective - all these things get passed on to the client."

JLL has aggressive sustainability targets and one of the attractions of working with Ricoh is partnering with a like-minded organisation that considers how its products and services impact on the environment. "Ricoh's approach to the environment is exactly what we are trying to do. We are even adopting some of its green ideas into our business," says Battle.

Part of cementing a strong partnership with JLL has been engagement by Ricoh above and beyond the main service. For example, Ricoh held a board meeting at JLL's offices with JLL management sitting in on the meeting, providing a client view directly to Ricoh senior management. Battle says, "This is unique. We don't get this kind of engagement with any other supplier. We've stayed with Ricoh because of this and its deep understanding of our business."

Not only is the Ricoh managed service solution at JLL delivering benefits today, it is a platform from which more operational improvements can be delivered. JLL is currently looking at how the Ricoh solution can be scaled up to support more document management services such as scanning and archiving.

Battle adds, "Innovation, efficiency, productivity and technology are the foundations of business growth at JLL. With partners like Ricoh we've developed a model that has allowed us to centralise and broaden services. It is a having a major impact on our UK business and the efficiency and productivity gains that we have seen have certainly resulted in us saving money, time and effort."

Ricoh Solution/Products

- Ricoh Service Bar
- Ricoh Multifunction Products
- Ricoh Mobile Printing
- Ricoh Production Presses
- Outsourced office administration services - post room, goods in, couriers, cheque banking, messengers and portage

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