

CASE STUDY:

Ricoh partnership underpins brand excellence and new business opportunities for leading Irish SME

BIZQUIP

WE MAKE WORK FLOW

EXECUTIVE SUMMARY

Name: Bizquip

Location: Dublin, Ireland

Size: 53 staff

Activity: Workplace services & solutions

Est: 1984

Challenges

- Building brand reputation
- Maintaining high-quality services
- Seek new ways to grow revenue

Solution

- Ricoh partnership
- Ricoh products and solutions
- Ricoh support and global network

Benefits

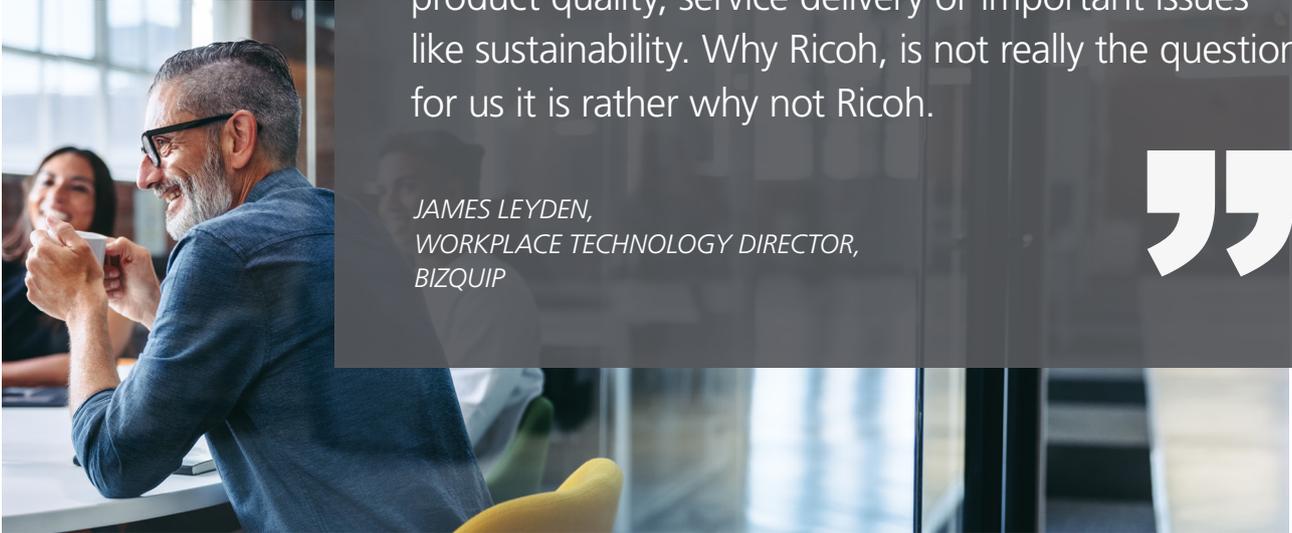
- Helps provide 1st class solutions and services to clients
- Opens up new markets and business opportunities
- Underpins high-quality brand reputation
- Maintains long-lasting client relationships
- Supports and expands specialist expertise
- Gives SMEs access to multinational business resources

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*JAMES LEYDEN,
WORKPLACE TECHNOLOGY DIRECTOR,
BIZQUIP*

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Few businesses can claim an effective, revenue-generating partnership that has endured for over 40+ years. But that is just what Irish workplace solution specialist, Bizquip has achieved with Ricoh. Starting in 1984 when Bizquip was founded, the Ricoh partnership has been key to delivering high-quality solutions and services for Bizquip clients and is opening up new business opportunities.

CHALLENGES

For businesses to establish, build and maintain a reputation for excellent solutions and services, collaboration with other businesses and organisations is critical. Few exemplify this better than Dublin-based Bizquip, one of Ireland’s leading workplace solution specialists.

Bizquip was founded by Jim Leyden in 1984, partly on the back of a partnership with Ricoh which is still in place and thriving today. In that time, 2nd generation family-owned business with Jim’s daughter, Michelle, and son, James now running the daily operations, has grown to be one of the top three workplace service providers in Ireland. Certified for ISO 9001:2015, ISO 14001: 2015 & 45001:2018, Bizquip serves a wide range of SME and enterprise clients across multiple

industry sectors such as legal, financial services, technology and property as well as public sector organisations.

Bizquip provides a range of workplace solutions and services, specialising in Commercial Interiors, Workplace Technology and Supplies.

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SOLUTION

Bizquip is Ricoh's largest reseller in the Republic of Ireland, providing a range of office and production print solutions covering standalone products through to fully managed print service for client's print hardware and software. Because of its extensive experience and expertise in workplace technology, Bizquip supports these solutions with its own in-house resources. The company has a strong service and support capability with a 19-strong technical team as part of the company's Workplace Technology team with a combined 315+ years of managed print services industry experience for Bizquip.

"Apart from great communication and a very close working relationship, Bizquip collaborates with Ricoh because of the quality of its products and solutions. That scopes from the everyday office equipment for our SME clients right up to production print products and solutions for the enterprise market," said Leyden.

Sherry Fitzgerald Group, the largest estate agents in Ireland with over 100 offices and 550 staff, has been a valued client since Bizquip was founded in 1984. It has benefited from a range of Bizquip services and Ricoh print solutions. Bizquip also support many prominent legal firms in Ireland, where printing is critical to their daily business operations. Another client is the Health Service Executive, Ireland's publicly funded healthcare system, responsible for providing health and personal social services. Bizquip supplies and supports Ricoh print devices for various HSE business units throughout Ireland.

Recently Bizquip has extended its Ricoh solution portfolio with DocuWare, a cloud-based document management and workflow automation software that helps organisations streamline document processes and improve efficiency. Areas where Bizquip is looking to expand its product and service portfolio using Ricoh technology include enterprise-level AV solutions.



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BENEFITS

Ricoh is one of Bizquip's leading business partners and as Leyden states, Ricoh sets the standard for other suppliers. One aspect of the partnership that Bizquip values highly is direct communication. With some of its partners, Bizquip has to work through distributors whereas contact with Ricoh is direct and invariably instant, so issues are sorted quickly and efficiently.

For example, replacement parts and consumables are almost always delivered next day, which is critical to Bizquip's reputation for providing clients with excellent service.

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An important part of direct communication is fast, personal contact. "We have mobile numbers for all the key people in Ricoh Ireland so I can pick up the phone and get through to Ricoh Ireland's service director within minutes. We also have contacts beyond Ireland to Ricoh Europe and even Japan which really underpins the importance of good communication in a partnership," said Leyden.

DocuWare, Ricoh's document management solution, is an important next step in the partnership. "DocuWare is an exciting development for Bizquip. We have a lot of experience in business process automation mainly at the enterprise level. But most of our customers are SMEs who do not have the resources to invest in complex, consultancy-dependent enterprise applications. DocuWare opens the SME market for Bizquip and enables us to offer our customers a cost-effective, cloud-based solution that advances digital transformation for those clients and delivers a fast ROI," said Leyden.

Other benefits of the Ricoh partnership include access to specialist expertise and leveraging Ricoh's global footprint. This supports clients with branch offices around the world enabling Bizquip to provide a seamless service to its clients in Ireland and beyond.

While Bizquip has a lot of experience and expertise in-house there are areas of specialist knowledge particularly around enterprise production print and print room where Bizquip can quickly access Ricoh to complement its own expertise. Because Bizquip's and Ricoh's high sustainability standards are closely aligned, delivering strong climate-friendly solutions to clients is seamless.



Bizquip started in partnership with Ricoh 40 years ago and it is just as important now as it was then. Whether it is the hardware or software products we pass on to our clients or that direct, instant contact, the value of the Ricoh partnership is essential for delivering a high level of service to clients. Of course, issues and problems happen, but I never want to be in a position where I can't explain to a client why or offer a solution and with Ricoh that does not happen.

*JAMES LEYDEN,
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Solutions / Products

- Production Printers
- Multifunction Products
- Office and Managed Print Solutions
- Print management software
- DocuWare

ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history.

In the financial year ended March 2025, Ricoh Group had worldwide sales of 2,527 billion yen (approx. 16.8 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfillment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future.

For further information, please visit www.ricoh.ie

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