Collaboration Reimagined
For Small and Mid-Sized Organizations
Now is the ideal time for businesses to build for a better future.

We are entering a reimagined business era — one with endless possibilities to evolve how we work for greater commercial success. As your workforce becomes more flexible and adaptable, there is a real opportunity to embrace and leverage technology to dramatically improve your company’s ability to get things done. For some small and medium-sized companies, this could also mean facing challenging technology gaps that are having a negative impact on workplace culture or changing small businesses’ long held identity, and as a result, are holding back growth. It is more critical than ever to implement smart, phased investments that deliver on the promise of new and better ways to work, wherever people want to be — whether that is from home, at the office or a hybrid of both.
How the Pandemic Will Bridge the Digital Divide

The necessary, rapid response to the pandemic pushed many organizations to their technological limits and forced them to accelerate even faster. Despite this, further IT changes and the expectations for large technology shifts continue to dominate the workplace.

For those employed by larger public or tech-savvy enterprise organizations, ‘change’ arrived well before 2020. However, for small and medium-sized enterprises (SMEs) across Canada that did not make the digital leap, 2021 continues to have a significant impact on their day-to-day operations.

On one hand, the struggle to survive has put the dilemma of an ever-widening gap in technology and tools on full display. On the other, the pandemic is creating the change, impetus and environment necessary to start bridging the digital divide.

It’s up to owners and leaders to find the right solutions to address these concerns and provide their people with a platform to achieve their best work.

What you will take away from this guide:

- Core Thoughts For The Future
- How Canadian SMEs Can Embrace Flexible Work
- The Remote Collaboration Tools Available To Reimagine Your Workplace
Core Thoughts for the Future

Recent research, survey and a look into the post COVID-19 workplace have provided some eye-opening findings that need to be factored into technology planning and roadmaps: ¹

- **100%** of people would like the opportunity and flexibility to establish a personal routine that works for them.
- **74%** find a lack of collaboration challenging while remote working.
- **94%** of people believe flexibility will be the most significant change in workplace culture.
- **44%** believe they benefited from an opportunity to better look after their personal wellbeing.

**DID YOU KNOW**
In Canada, only 17% of working professionals expect to be exclusively on-site after the pandemic.²

² Workforce Confidence Index: Will Canada extend remote work past the pandemic? Here’s what the workforce expects.
By all indications, Canadian employees are eager for, and expecting a new, future workstyle reality. Further to this, nearly half of our organizations have already committed to enabling a permanent form of post-COVID, flexible work.

As the key private sector jobs provider and backbone of the economy, a concern for small business leaders will be how to deliver solutions that are smart, affordable and can grow with the business. At the same time, it is becoming imperative for SMEs to address the very real and growing concerns for employee well-being while working from home. Employees are more autonomous and seeking a better balance between their working, social and personal lives. Industry experts at the IDC suggest that smaller businesses prioritize their investments in technology and workplace partnerships that empower the hybrid workforce of tomorrow.
Collaboration Reimagined For Small and Mid-Sized Organizations

The world of business is evolving faster than ever, and it won’t be long before there is a noticeable difference in commercial success between those who grow with it and those who fall behind. Business continuity and resilience has become increasingly important and will form the foundation of your organizations ability to go from strength to strength in the future.

The following core concepts will be critical to future business success:

**Agility and Flexibility**
In business terms, to be agile means to operate in a flexible way to help achieve greater success, efficiencies and productivity. Companies often feel as though they are playing catch-up with new technologies, processes and demands and as more organizations adopt new flexible working practices, the expectations increase. Business leaders need to include agility in all business decisions and those who can operate that way will be able to remain competitive in their markets and attract top talent. Your people will expect to choose whether they return to the office or not – be ready for that. Management will need to integrate the tools and processes to make things work for everyone. Your teams will be better prepared to respond effectively should a disruption occur in the future.

**Decentralization**
Remote working was on the rise long before the events of 2020, especially within larger organizations. The pandemic accelerated this trend as both people and businesses have become attuned to new ways of working. There is no going back.

Changes in attitudes mean that organizations need to accommodate a flexible workforce made up of both in-office and remote workers. The question remains, how do you best manage these expectations?

A decentralized workforce structure integrates new enhanced communications technologies that are designed to support your people without the need to be in the same office. By working with a collaborative partner, you can make the most of these solutions in your everyday workstyle.

Collaborating with a partner might seem like a daunting task, but it doesn’t have to be. Receiving support from a provider actually results in greater success in sourcing, introducing and integrating the right flexible working solutions for your workplace.

**Employee Experience and Wellbeing**
What was already a crucial aspect of any successful business has now taken on an even more important role — the welfare of your people. It is the role of ownership, business leaders and HR to provide employees with support and reassurance. It’s not just about job security but providing the tools they need to get work done wherever they are.

To be successful, a comfortable home working environment needs simple technology designed to ensure security, productivity and connectivity. At the top of the list is the need to address potential issues like easy but secured access to company documents, all the way through to the effects of reduced social interaction.

Take advantage of the vast experience of a collaborative, people-first partner like Ricoh. We will work alongside you through the whole process — from assessing your current capabilities and identifying needs, to finding and delivering the right solutions and training your people to use them effectively.

**Coming Back Stronger**
While all these challenges are very real, they can also uncover exciting opportunities. By retaining and improving the working practices that your organization has implemented over the last several months, you can take advantage of new opportunities as the future unfolds. By putting your people, and the way they work, at the forefront of your business decisions, you will be on the path to success.
How Canadian SMEs Can Embrace Flexible Work

Four steps businesses can take to create effective working practices:
1 Review your Technology Toolkit

An audit of your communication and collaboration technology will likely uncover the fact that your suite was developed over a long period of time through ad-hoc and piecemeal purchasing made to suit legacy systems or through cost-effective procurement methods to help serve immediate needs.

By identifying what is working well and what is no longer fulfilling current needs, you can start to make decisions on where you need to invest. Consider which tools are imperative to the success of your business, have multiple uses and can best serve where your business is headed. Many traditional in-person interactions such as sales presentations, product demos, events, training, interviews, medical consultations and customer calls will move to remote-enabled sessions.

Remember that your technology should support your business objectives and provide business continuity. Ask yourself what is most important to your business model and whether you have the tools to help reach your goals.

2 Make Sure Your Employees Can Use Your Technology

It is a common pitfall that businesses assume their people have a good understanding of the software and devices they use. In an office environment, support from colleagues is typically just around the corner, however this is much harder to maintain and provide when everyone is online. When someone gets stuck, they will become frustrated, less engaged and less productive.

Ensure that individuals have easy access to support by confirming your IT team has everything they need to provide that help effectively in a remote setting. Work with partners that provide easy-to-use technology that makes change management less of an obstacle to achieve.

3 Keep Your People Happy

In addition to providing professional development, social support and encouraging a good work/life balance, it is important to maintain your corporate culture. Make sure you have the right collaboration technology available that will allow you to not only support your business but also help keep your team connected while they are physically apart. Most modern communication tools have adapted to how people are currently working and created options for employees to connect easily with one another socially. Providing the right tools to support employees can often help create a sense of value and pride in their work.

4 Enjoy the Benefits of Future Business Continuity and Resilience

If you deliver agile and remote working correctly, you will maintain business continuity and position your organization for a stronger future. Many digital start-ups work flexibly from the onset -- that creative, bootstrap mindset can breed and nurture a strong and resilient growth culture.

Having addressed the communication and collaboration gap between your teams and your valued customers, you could elect to take the next step at enabling your teams by securely connecting them to critical information. From contract signings, to invoice processing and employee management solutions for HR, streamlining through modern paperless document management processes further enhance flexible workstyles by providing cloud-based file access, storage and even automated workflow.

By supporting your people with the technology and infrastructure they need and continuously analyze and develop your processes as you go, your employees will feel empowered and, ultimately, that will deliver valuable work and productivity.

Digital transformation is a journey. Ricoh can help.
Remote Collaboration Tools to Reimagine Your Workplace

Whether in the office or remote, effective collaboration is key to maintaining productivity. The difference in remote working is that you need to enable that capability strictly through technology.

It has never been more important to stay visually connected. As such, video conferencing tools will become even more integral to your employees’ day-to-day. Ensure you select a provider that is reliable and up to the task of implementing and training on the solution, so your people understand how to make the most of it. Most importantly, make sure that security is their top priority to maintain confidentiality and the trust of your employees and clients.

Collaboration is the lifeblood of any organization. Embracing an effective communications tool is the best way to support your communication strategy specifically reinventing and reimagining your concept of ‘the meeting’ or the meeting room — not just now, but into the future.

“You’re on Mute”: When Technology Becomes a Frustration

Meetings are where ideas should come to life but often technology gets in the way. The challenge has always been finding the right balance between necessary devices and too many cutting-edge solutions that make training and change management a hindrance in any consideration or decision-making stage.

To reap the rewards of transitioning to a flexible way of working, without suffering from the consequences, businesses will need to find a new balance.

This balance must consider the need for social interactions, create an environment where engagement is cultivated between home workers, those on the road, those in the office and tie together new solutions that allow these distributed teams to not only engage with each other, but be creative — as if they were all in the same room.
Virtual Offices, For Now
At their core, video conferencing tools meet two basic needs: camera and screen sharing.

To make the most of remote work, you need more.
Solutions like Microsoft Teams are incredibly helpful at papering over these gaps, especially with updates to include the ability to better interact and engage, but they alone can only take you so far. To truly address the pain, you must embrace enhancing video conferencing tools with software that enable your people to express their vision more naturally, visualize their ideas and be as creative remotely as they would be face-to-face in the same room.

Employees need software that can elevate their presence, foster relationships, drive creativity and build culture. Video conferencing was already on a path of higher adoption, but not only has video become the key enabler for how work gets done, it will be an important tool for sustaining the new hybrid way of working. Getting the right solution can significantly enhance productivity now — whether the meeting is with colleagues in the same room or with those working-from-home, from a satellite office, or another room down the hall.

Hybrid Offices, For Later
Effective communications will require more flexible, multipurpose spaces that can be re-configured easily. Many organizations have already taken steps to reduce their real estate footprint and as a result invest these operating cost savings into smaller satellite spaces both temporarily and permanently. These new workspaces could be used in the ‘office-as-a hotel’ model, where remote teams come into the office ad-hoc and use the space when necessary for presentations, training and team meetings.

Workspaces will evolve to address these new dynamics. Look for less office space to be committed to permanent personal use like a cubicle or desk, and more of it converted to accommodate day-long visits to the office. Personal spaces will now be where employees can “hotel” for the day. Small, core teams, will connect with a larger remote group and be able to work efficiently.

In this scenario, implementing easy-to-use technology like Ricoh Collaboration Boards with the best of breed collaborative software can fit that bill. This will allow users to connect, mark up and version out their content, and act as a hub for other in-room peripherals will allow teams to easily re-configure space as required to transform meetings and presentations.

With our integrated solution, you can even use your laptop or PC to deliver the ultimate Interactive Whiteboard experience and transform your home office into a home boardroom. Eliminate the distracting and confusing array of technologies from your meeting and conference rooms. Go from projectors, cables, microphones, speakers and webcams to an all-in-one tool that delivers all of that and more. You no longer need to cobble together a poor substitute set of third-party software applications that don’t work well together and contribute to virtual meeting fatigue.
Improve collaboration experiences for next-generation meetings with Ricoh Collaboration Boards

Whether at the office, on the road or from home, Ricoh Collaboration Boards make it easy to join and contribute to meetings and brainstorming sessions. There is a whiteboard to meet the requirements of small, medium and large-sized meeting rooms. From our versatile 32”, perfect for home-based presentations, huddle spaces and as an interactive table or digital signage touch display, through to our extra-large 86” model, which is designed for large meeting rooms and conferences, we offer a choice of room-sized solutions.

Discover One-Stop Collaboration Hub
It is a simple choice. Ricoh’s integrated all-in-one solution with its high-resolution screen, built-in speakers and microphone is easier to set up and use than a multi-component system.

Engage Easily with Remote Sites
Ricoh allows people working at different locations to communicate and collaborate as though they are sitting in the same meeting room.

Set Up and Go
Employees will engage with our simple technology. Ricoh Collaboration Boards are easy to set up and use: simply connect a PC, tablet or smart phone and start working.
**Check out the full line of Ricoh Collaboration Boards**

**Ricoh D3210**
*Maximize home office & small space potential*
Our most versatile whiteboard – an ideal solution for home offices as well as agencies, car dealerships, architects and designers. Use in landscape, portrait or flat.

**Ricoh D5530**
*Share ideas anywhere, anytime. Work better together.*
Get your whole team working productively together in meetings and brainstorms. Features 180° touch screen rotation.

**Ricoh D6520**
*Update your workstyle, transform your teamwork.*
Enables better communication and unified teamwork during meetings and presentations for medium to large meeting rooms.

**Ricoh D7510**
*Take your teamwork to the next level with seamless collaboration.*
Share documents in real time and give all team members working anywhere, anytime, the tools they need to contribute to meetings.

Collaboration Reimagined For Small and Mid-Sized Organizations
Ricoh D8600


The Ricoh D8600 has the superior clarity that commands attention. Beautifully crafted, easy to use and packed with high spec functionality, this dynamic display panel is the one-stop solution for larger spaces, ideal for boardrooms, conference rooms, auditoriums, seminar spaces and exhibition zones.

Ricoh has several pre-packaged meeting room bundles priced for small businesses looking for a better team collaboration and connection than Microsoft Teams or Zoom alone can offer. Home, Standard and Advanced Office bundles are available based on your needs.

All Ricoh Collaboration Boards come with:

- Slim bezel 4K high resolution screen
- Stand or mount options
- Web browsing capabilities
- Stylish design in white and black (2 colours available). 8600 available in white only.
- Motion Detection feature
- Built-in rich sound speakers and microphone

- Multi-touch screen support: Capacitive (3210), InGlass™, optical bonding technology (5530, 6520, 7510), ShadowSense™ 2nd generation & touch pen (8600) to provide more accurate and smooth writing experience for precision annotations

- Choose the best option for your organization between Ricohmart Controller & Standard Controller to customize functionality

Let's Talk.
Bundling a Ricoh Collaboration Board with Vizetto’s Reactiv SUITE software has enabled Brampton Dr. Sanjeev Goel to instantly transform by crafting a remote patient experience centered around intimate, personalized care.

When the pandemic forced Dr. Goel to adopt a remote patient management model it was critical that he and his team still be able to deliver the same comprehensive level of care as before.

As the Primary Care Physician at Peak Human, has Dr. Goel wanted to ensure that he could still maintain a strong visual connection with his patients while simultaneously displaying a wide variety of multimedia content on screen as he walked his patients through their personalized plans.

Using a Ricoh Collaboration Board and Reactiv SUITE provided Dr. Goel with the ideal combination of visual communication and multimedia content management while maintaining his strict policies regarding patient information and privacy.

With a unique space for each of his patients, Dr. Goel seamlessly moves through different documents, images, videos, and PDFs in a single session without having to leave each patient’s personal space and risking compromising their privacy.

With Reactiv SUITE’s ability to pin his camera on screen as well, Dr. Goel fluidly moves and resizes his personal presence during the session allowing him to create a more intimate and personal experience than traditional screen sharing tools allow.

For smaller or mid-sized organizations, Dr. Goel’s example shows that getting immediate results doesn’t require a deeply considered and holistic collaboration strategy or roadmap. It can be as simple as an integrated solution that can be brought to scale efficiently with little to no change management or training. Other customers continue to break through the limitations of traditional remote presentations to elevate and form an amazing new primary operating model for what comes next with teams that may need, or even demand, to work from anywhere.
Reactiv SUITE is comprised of two components: STAGE and SCRIBBLE. Each one is designed to work in a single ecosystem based on your meeting type: presenting, ideation, brainstorming and project management to name a few.

**Reactiv STAGE**

STAGE is a powerful, nonlinear storytelling and presentation tool that enables teams to shift the focus from managing content to consuming the narrative of a presentation.

STAGE allows teams to open, render, mark up and present content in any format (Microsoft Word, PowerPoint, Excel, MP4, PDF, JPEG, GIF).

Whether you are giving a lecture, training a team, pitching a product to your clients, or having any other type of meeting, STAGE can dramatically reduce mistakes, improve retention, and allow your team to walk away with deeper insights.

**Reactiv SCRIBBLE**

SCRIBBLE is a digital whiteboard that serves as a brainstorming and layout tool. It creates an infinite canvas, allowing any user to collaborate and sketch, write ideas, mark up pages and develop dynamic layouts that accurately represent the overall team vision.

Users can combine a variety of file types, including web and natural handwriting, into meaningful pages that can be easily shared or distributed.

SCRIBBLE helps simplify complex ideas, visually communicate vision and intent, and allows your team to capture decisions while reducing miscommunication.

“Reactiv SUITE is the only platform that I have ever seen that makes me feel like I am in the same room, with my virtual team. I can engage, discuss, debate and mark-up content and data effortlessly; my message can be as clear and effective as if I was face-to-face. There is no other product like it in the market.”

Thomas Schneck, Hudson Valley Equity Group
**Reactiv SUITE** is so simple and easy to use that it requires little to no training or change management. No matter what kind of work your team is doing, it can enhance their collaboration experience, improve productivity and facilitate deeper connections.

Here are just a few examples of **Reactiv SUITE** in action:

**Brainstorming**
In any brainstorming session, activities like documenting multiple ideas and sketching out thoughts can become very tedious and time consuming. Using **Reactiv SUITE**, every attendee can collaborate and add their ideas simultaneously. This combined effort yields more ideas in less time as well as making everyone feel as if their voice has been heard.

**Corporate Training**
An essential part of any business, **Reactiv SUITE** makes it easier and faster for trainers to compile their digital files and media content. It dramatically reduces the wasted time dealing with the technology, projectors or managing multiple windows, and allows attendees to truly focus on the training. With **Reactiv**, the trainer can toggle between digital files with ease, so their audience never loses interest. They can also mark directly into documents to emphasize certain information Files can be saved and shared quickly. The result is improved retention and a deeper understanding of the materials.

**Presentation/Storytelling**
Unlike static slideshows that deliver information in a one-way format, **Reactiv** creates truly interactive presentations where all team members can participate. Content from multiple formats can be combined in seconds to present to an audience, without wasting valuable meeting time switching between information sources. Additionally, participants can add comments directly into the document(s), then save all the presentation changes. This reduces the workload involved in meeting follow-up and dramatically reduces mistakes, improves retention and allows your team to walk away with a clear idea of what to do next.
Education
For teachers, Reactiv SUITE can make classroom lessons more impactful and memorable. Teachers can share any type of content with their class, mark up previous work, easily explain complex formulas, or show relevant videos—all without wasting time switching A/V equipment or computers. End result: it keeps students engaged and helps improve retention.

Technical & Engineering Teams
Reviewing and editing schematics across multiple team members and locations can be a development nightmare. Now, with Reactiv, it’s easy to ink, mark up, change and truly collaborate on designs and specifications. You can even save the versions in an auditable format to maintain version control and ensure all team members are in alignment on the development process.

Marketing Teams
Using Reactiv, marketing teams have an intuitive, flexible tool to review and edit video content, web pages, printed collateral and more. Plus, your creative teams can use the infinite canvas to develop new ideas or storyboard content, even across multiple locations.

Did You Know?
Ricoh was shortlisted as 2020 AV Integrator of the Year by the prestigious AV Magazine. Discover how we’re enabling safe and smart workplaces with AV technology at the heart of it all, selecting the best-of-breed global solutions from our extensive network of partnerships.
Your Next Step

Now you know more about the opportunities to reimagine your workplace and the importance of starting with your people, you may want to consider the options open to you by experiencing it for yourself.

After more than 80 years of imaging change, Ricoh has learned a thing or two about changing with the times – especially when it comes to workplace technology. But experience has also taught us to put people first.

Today’s workplace needs experts, that’s why we’re here. Our people help yours do their jobs better, faster and more securely. We connect our customers with the right technology and back it with the expertise to support your success.

Redefine work. Change. For better.

As digital workplaces and remote teams pave the way for the future, there is a critical need for scalable solutions that put customers and employees first. Solutions that enable business efficiency, performance, and growth. No matter your requirements, our solutions can help you and the teams you serve, work smarter remotely. We can help you create a better collaboration toolkit that benefits both your business and your people.

Book a collaboration demo with one of experts to see how