



CASE STUDY:



Hyground Consulting helps businesses streamline procurement with online purchases



Hyground Consulting builds modern e-procurement processes with The Ricoh eShop to help clients place, track and manage orders more easily.

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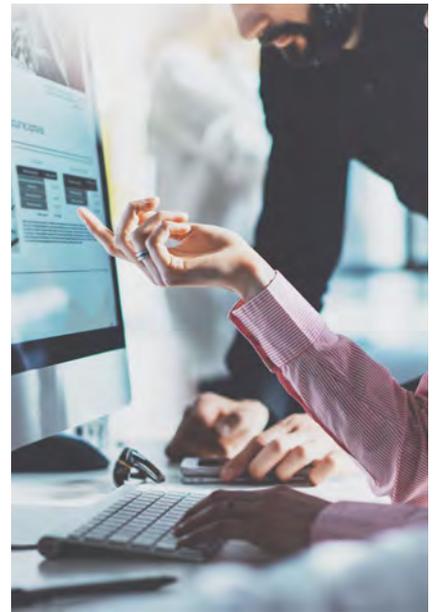
## COMPANY & CHALLENGE

With offices in London, New York, Sydney and Berlin, Hyground Consulting provides specialist enterprise print services for businesses in a wide range of sectors, including banking, construction, education, mining, real estate and much more. Committed to customer success, Hyground Consulting goes the extra-mile to tailor its solutions to clients' unique needs and business models.

With more businesses moving away from physical media and embracing digital delivery, printing specialist Hyground Consulting set out to diversify its business model. How could it offer a broader range of products and services, reduce costs, and improve efficiency, while ensuring consistently excellent service?

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Kath Robinson, Key Account Manager at Hyground Consulting



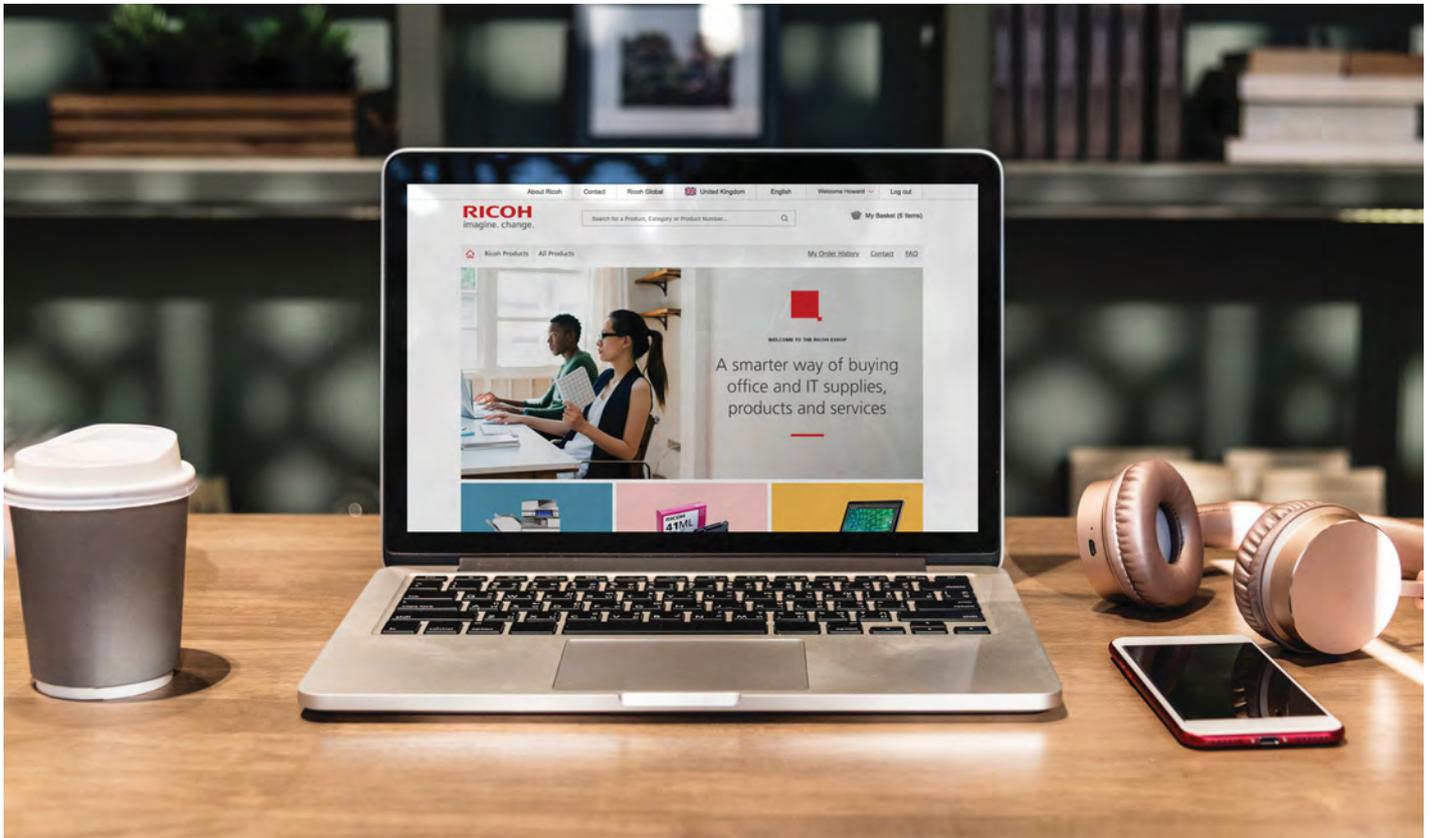
## OBJECTIVES

More and more businesses are replacing physical brochures, catalogues, and leaflets with digital-only versions—a trend that has been dramatically accelerated by the sudden surge in remote working created by the global COVID-19 pandemic.

Faced with these rapid changes, Hyground Consulting recognised that by adapting its business model it could thrive in the digital age. Kath Robinson, Key Account Manager at Hyground Consulting, explains: “While supplying specialist print services and related printer hardware is still a core part of our business, we knew we could do more by offering a wider range of consumable goods to clients and by making the ordering process much faster and simpler. Diversification would generate new revenue streams and strengthen our ability to adapt to today’s fast-changing market.”

But expanding its range would generate significantly more administration, particularly affecting procurement from hundreds of suppliers. Hyground Consulting found that its email-based procurement activities were generating unnecessary re-work, for instance, to confirm that an order has not been duplicated or placed in error. As well as preventing procurement teams from dedicating more time to value-add activities, manually checking invoices increased Hyground Consulting’s cost per transaction, limiting its ability to pass on savings to clients.

“Many people are used to fast, effortless online ordering in their personal lives, and procurement teams now expect the same level of service when placing orders with the suppliers they work with on a daily basis,” says Kath Robinson. “We knew that adopting modern, digitally-driven e-procurement processes would help us to go above and beyond our clients’ expectations.”



## SOLUTIONS

To help strengthen its competitive edge, Hyground Consulting looked for an e-procurement solution that would accelerate order processing and, in turn, give clients greater visibility into purchasing, for example with spending and authorization controls.

As one of Hyground Consulting's trusted IT partners, Ricoh suggested that the company move its procurement processes online using [The Ricoh eShop](#). This end-to-end e-procurement platform offers enhanced reporting, analytics capabilities, and robust approval controls.

Kath Robinson comments: "We were impressed with just how easy it is to use The Ricoh eShop, and the striking resemblance it has to many of the ecommerce platforms we are all familiar with from shopping online. And the fact that The Ricoh eShop has over 90,000 high-quality consumable products from 350 trusted brands listed on its catalogue was a huge plus for us too."

Working closely with the Ricoh team, Hyground Consulting customised the look and feel of The Ricoh eShop with the company's unique brand identity and created secure log in details for each of its clients.

"Providing our clients with access to The Ricoh eShop presented fresh challenges for controlling these accounts and making sure that they are used in accordance with company protocol," explains Kath Robinson. "Because The Ricoh eShop allows us to put in place robust spending controls and verification procedures, we can make it easy for our clients' team members to follow their company's processes. For instance, for one of our clients we put in place a £500 spend limit, and the system automatically notifies us if orders exceed this limit, and gives our team the opportunity to review purchases before they are finalised."



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Kath Robinson, Key Account Manager at Hyground Consulting



## BENEFITS

By moving to The Ricoh eShop, Hyground Consulting has increased procurement efficiency, delivered access to a wider range of consumable products, and enabled staff to dedicate more time to providing excellent customer service.

Kath Robinson comments: “Thanks to The Ricoh eShop, with faster order processing, some of our clients have chosen the efficiency of the one-stop shop over interacting with multiple suppliers. What’s more, The Ricoh eShop has helped us to consolidate our billing processes for large purchases. Achieving these efficiencies has helped us to reduce the cost per transaction, and almost eliminate any re-work.”

By providing clients with a best-in-class e-procurement platform, Hyground Consulting is helping some of their clients to run their procurement departments much more efficiently.

Kath Robinson says: “The spending limits and robust approval workflows that we have built-in to The Ricoh eShop gives clients peace of mind. Procurement teams are less likely to duplicate orders, over-spend, or purchase products from unapproved vendors. And with near real-time purchasing reporting, they can analyse their own expenses to help them control costs and increase their own efficiency.”

She concludes: “By diversifying our business with The Ricoh eShop, we are much better placed to meet the challenges of a digital future, and rapidly adapt our business model in response to sudden market changes. We’re excited to continue working with Ricoh to further expand our product range, and to identify more ways to step up our customer service.”

## ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 85 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, communication services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2020, Ricoh Group had worldwide sales of 19.06 billion USD.

For further information, please visit [www.ricoh-europe.com](http://www.ricoh-europe.com)