



## Happy Punt

Ricoh's innovative communication systems improve business agility

### Customer-centric approach supports continuous improvement

#### Fashion company embraces innovation

Happy Punt is a dynamic Spanish fashion company. Observing and reinterpreting contemporary styles, Happy Punt creates vibrant and up-to-the-minute fashionwear for leading retailers. Meeting demand for fast fashion requires a rapid turnaround from design to the delivery of finished goods.

Agility is critical to Happy Punt's success and the company's employees are encouraged to embrace innovation as part of their daily routine. The remit extends to the company's supply chain, with textile manufacturers, shipping agents and other partners expected to bring new ideas to the table.

#### Step-change technological solutions

For technology partner, Ricoh, innovation is hard coded in the company's DNA. No matter whether it is resourcing IT requirements, streamlining document processes or facilitating remote communication, Ricoh endeavours to deliver services and solutions that enhance business performance.

Indeed, providing one-stop technology support, Ricoh has implemented a number of step-change solutions for Happy Punt. Ricoh's inventive, customer-centric approach has helped the fashion company excel in a competitive market. This case study explores some of Ricoh's innovative solutions.

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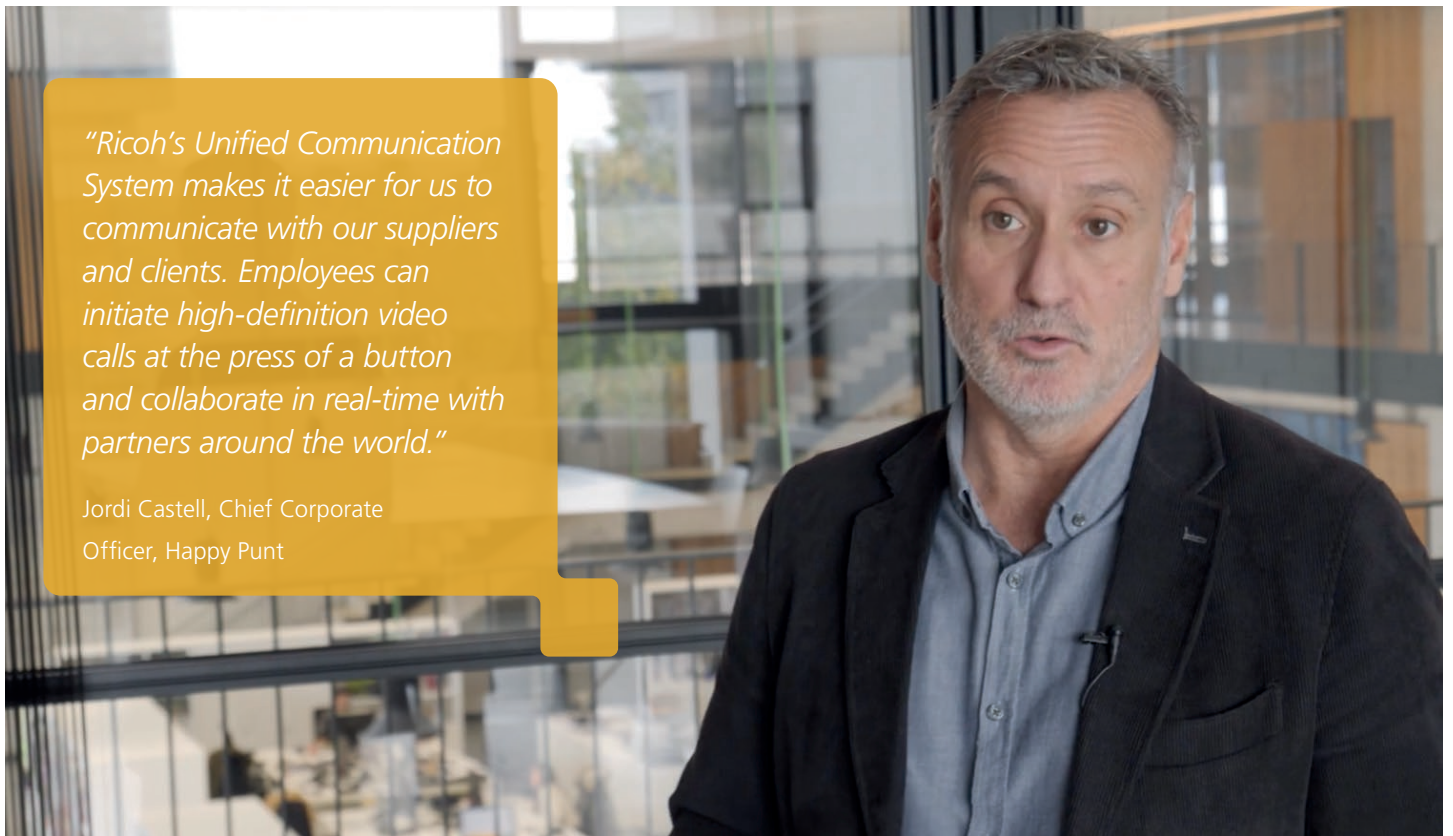
## Kaizen

continuous improvement

*"Innovation doesn't always involve making big changes. Small improvements, such as introducing unified communication systems and intelligently sharing print resources, can make a huge difference to everyday life."*

Jordi Castell, Chief Corporate Officer, Happy Punt

**RICOH**  
imagine. change.



### Intelligently sharing technology

The relationship began when Happy Punt moved into new open plan offices. Ricoh helped the company build its IT infrastructure, using ITIL-based practices to align network and client services to the needs of the business. Impressed with Ricoh’s customer-centric approach, Happy Punt asked Ricoh to extend its services to print management.

Ricoh replaced dedicated personal and departmental devices with shared multifunctional printers (MFPs). Improving access to technology streamlined Happy Punt’s office and creative processes. Vibrant, high resolution prints can be collected from any device and the same MFPs can be used to scan fabric samples and forward them directly to buyers.

### Seamless collaborative communication

The relationship between the fashion company and its technology partner encourages continuous improvement. Identifying communication as an issue – Happy Punt’s communication systems didn’t facilitate collaboration with remote factories and buyers – Ricoh presented its Unified Communication System, UCS Advanced.

Using Ricoh interactive whiteboards and all-in-one videoconferencing systems, Happy Punt employees can now easily initiate interactive meetings with suppliers and clients around the world. UCS Advanced enables multiple participants to collaborate on designs in real-time, improving communication and reducing time to market.