



New video wall meeting spaces transform collaboration and innovation



- Cuts external audio-visual supplier costs
- Enables seamless remote/on-site meetings
- Restores unused spaces to productive use

COMPANY & CHALLENGE

Bayer Crop Science develops pest-resistant vegetable seeds designed to maximise crop yields, helping to improve food security and enable more-sustainable agriculture. The company is part of the multinational Bayer Group, a global life sciences and biotechnology corporation.

In the Netherlands, Bayer Crop Science maintains a key strategic location at Bergschenhoek. Established in 1995, the extensive facility includes glasshouses for breeding and testing new vegetable varieties, a seed processing plant, quality control laboratories, and the company's head office for the EMEA region. In total, more than 360 employees work in research, operational, and business roles on the site.

Making progress on research or commercial projects requires close collaboration between employees. However, aging, unreliable equipment in the meeting rooms at Bergschenhoek made it difficult for users to connect with colleagues working remotely, and to share ideas during on-site workshops. Faulty microphones and speakers often caused frustrating audio issues, while some rooms had no videoconferencing facilities. The largest meeting room on the site, known as the Filmzaal, was largely unused by users and stood empty most of the time.



SOLUTION

Adding showstopping audiovisual equipment

To facilitate collaboration, Bayer Crop Science set out to modernize the user experience and look-and-feel of the meeting rooms. As a first step, the project team, led by the then Facility & Maintenance Manager Bas Waaijenberg, created a detailed list of requirements for new audiovisual equipment, videoconferencing software, network hardware, and more.

After reviewing proposals from three vendors, Bayer Crop Science selected Ricoh to supply and install integrated solutions. Many of the rooms now feature 4K LG screens and cameras, Biamp speakers, tabletop microphones, docking stations, touch panel controllers, and Microsoft Teams Rooms solutions to enable seamless hybrid working. In the Filmzaal, there is an additional showstopper: a video wall consisting of nine screens, plus headset, ceiling-mounted, and handheld microphones for presentations and live events.

To minimise disruption, Bayer Crop Science started the installation with the smaller meeting rooms, located on the third floor

“

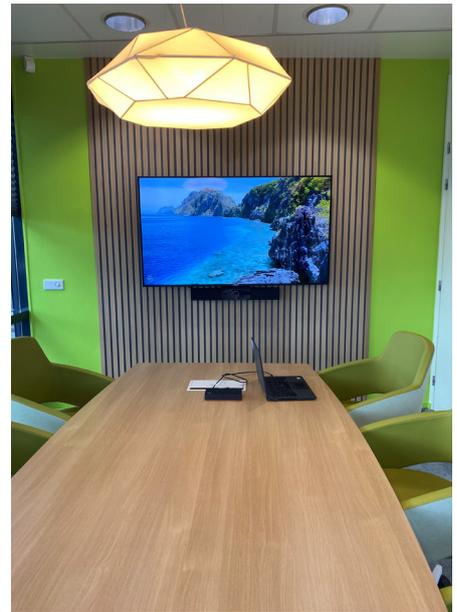
Ricoh has delivered state-of-the-art meeting room solutions that help Bayer Crop Science employees to exchange ideas, push forward with vital scientific research, and develop sustainable ways to feed the world.

NICOLE VAN DER HOEVEN
FACILITY COORDINATOR
BAYER CROP SCIENCE

”

“Our employees now enjoy much more productive calls, with excellent sound and clear pictures, and no issues with echo or low volume. And it’s very quick for them to join a meeting via the touch panels.”

NICOLE VAN DER HOEVEN
FACILITY COORDINATOR
BAYER CROP SCIENCE



at Bergschenhoek, away from the site’s main offices. The company rescheduled bookings for the meeting rooms and blocked off the floor, before Ricoh kicked off the process.

Nicole van der Hoeven, Facility Coordinator at Bayer Crop Science, explains: “We expected the installation on the third floor to take up to two weeks, but Ricoh completed the work in half that time. The Ricoh team was very flexible during the process. We didn’t plan to replace the screens in all the rooms, but when we saw the quality of the new displays going in, we asked if we could order more, and Ricoh made it happen.”

The changes to the Filmzaal created additional challenges, as the massive scale of the new video display meant adjustments were needed to the wooden panelling covering the walls of the room. To ensure a seamless fit, Bayer Crop Science worked with another third-party supplier to build a new wooden wall around the nine-screen video display.

“The video wall in the Filmzaal looks amazing. We first used the new room for a presentation during a visit by the Agriculture Minister of Belgium, and since then members of the Bayer IT Team from across the Netherlands have been dropping in to check out the video wall. We think they’re jealous! Bookings for the Filmzaal have increased, too. In fact, it’s difficult to get a timeslot as everybody wants to work in there,” adds Nicole van der Hoeven.

BENEFITS

Enabling agile, productive hybrid working

With Ricoh, Bayer Crop Science has transformed the Bergschenhoek meeting rooms. Employees can now book a room and launch a call with remote colleagues with just one touch of a button to collaborate on scientific research and business tasks. And in the once-empty Filmzaal, the company runs regular events, including director-led townhall meetings that are broadcast globally via Microsoft Teams.

Nicole van der Hoeven explains: “Our employees now enjoy much more productive calls, with excellent sound and clear pictures, and no issues with echo or low volume. And it’s very quick for them to join a meeting via the touch panels, rather than having to dial in and enter room codes. Around 60 percent of the team often works remotely, and the Ricoh solutions make it seem like everyone is together in the same room.”

In addition, the modernised Filmzaal has enabled Bayer Crop Science to unlock valuable cost savings. In the past, the company hosted events in the main atrium at Bergschenhoek and hired an external partner to provide equipment for presentations. Now, the handheld microphones, amplified speakers, and video wall allow Bayer Crop Science to run



“We expected the installation on the third floor to take up to two weeks, but Ricoh completed the work in half that time. The Ricoh team was very flexible during the process.”

NICOLE VAN DER HOEVEN
FACILITY COORDINATOR
BAYER CROP SCIENCE



everything themselves in the Filmzaal, helping to save thousands of euros.

Nicole van der Hoeven concludes: “It has been great working with Ricoh. The communication from the Ricoh project

leadership and on-site engineers was excellent throughout the engagement. Ricoh has delivered state-of-the-art meeting room solutions that help Bayer Crop Science employees to exchange ideas, push forward with vital scientific research, and develop sustainable ways to feed the world.”

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 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD). It is Ricoh’s mission and vision to empower individuals to find Fulfilment 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-europe.com

RICOH
imagine. change.

www.ricoh-europe.com

The facts and figures shown in this brochure relate to specific business cases. Individual circumstances may produce different results. All company, brand, product and service names are the property of and are registered trademarks of their respective owners. Copyright © 2024 Ricoh Europe PLC. All rights reserved. This brochure, its contents and/or layout may not be modified and/or adapted, copied in part or in whole and/or incorporated into other works without the prior written permission of Ricoh Europe PLC.