



# Delivering streamlined audiovisual solutions to enable globally productive meetings

## AkzoNobel

- Enables easy global collaboration
- Eliminates frustrating technical issues
- Managed service cuts administration workload

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## COMPANY & CHALLENGE

Since 1792, AkzoNobel has been supplying innovative paints and coatings that help to colour people's lives and protect what matters the most. The company's world-class portfolio of brands – including Dulux, International, Sikkens and Interpon – is trusted by customers around the globe, and AkzoNobel is active in more than 150 countries.

In 2016, AkzoNobel moved to a state-of-the-art headquarters in the centre of Amsterdam. The striking new building, constructed from glass and timber, features offices, an exhibition space, a 140-seat auditorium, top-floor boardroom, and several large meeting rooms for presentations, events, and group working.

To support collaboration, AkzoNobel equipped the rooms with an extensive array of audiovisual (AV) solutions, including screens, projectors, edge blending systems, laptop connectors, and videoconferencing software. Over the years, many of the solutions have been swapped, changed, and updated, and the sheer variety of systems created confusion for users. For example, launching a videoconference session involved navigating complex interfaces, often leading users to turn to the IT or facilities team for support, move to a different room, or simply cancel the meeting.



## SOLUTION

### Enlisting the AV experts

To help users to work more productively, AkzoNobel aimed to radically simplify the AV systems in the meeting rooms and auditorium. One key requirement for the new equipment was tight integration with Microsoft Teams Rooms, the company's preferred videoconferencing platform. After assessing potential partners to lead the project, AkzoNobel engaged Ricoh to supply and implement new AV solutions.

Wajahat Syed, Domain Lead IT Workplace & Collaboration at AkzoNobel, explains: "We have consulted with Ricoh about AV technologies over a long period of time. They always offer very useful and informative advice. We decided to tap into their expertise and experience to modernize our meeting rooms and enhance the user experience."

The Ricoh team visited the Amsterdam site multiple times for detailed planning meetings with AkzoNobel, and to assess the dimensions of the rooms and hardware requirements. Then, Ricoh engineers worked on-site to install new AV solutions in the large meeting rooms, boardroom, and auditorium. In each room, Ricoh ensured the new AV equipment slotted elegantly within existing wooden cabinets and furnishings.



With Ricoh, we have streamlined our AV strategy—everything is now connected and centrally managed, and the user experience is much simpler and more intuitive. Ricoh is an excellent partner for AkzoNobel, offering real AV expertise and delivering highly productive solutions.

WAJAHAT SYED  
DOMAIN LEAD IT WORKPLACE  
& COLLABORATION  
AKZONOBEL



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The centerpiece of each room is now an LG high-definition screen, sized to match the audience capacity. The auditorium features a massive 163-inch display; the boardroom and one large meeting room each has a 136-inch XXL model; and the remaining rooms have 110-inch screens.

All of the rooms feature cameras, high-end audio systems such as Sennheiser ceiling, floor, and handheld microphones, and include integrated Microsoft Teams Rooms systems to support videoconferencing.

Ricoh connected all of the new AV equipment to the main corporate network, and will provide ongoing management of the rooms via the European AV Network Operations Centre (NOC).

As well as providing real-time monitoring of the equipment, the NOC is available 24/7 to offer technical support whenever users encounter issues, and will dispatch a local support engineer if a fix cannot be achieved remotely. Ricoh is responsible for the equipment, maintenance, and operations, and provides the AV solutions to AkzoNobel as a fully managed service, paid as a subscription.

Wajahat Syed continues: “Ricoh helped us to achieve a very smooth transition to the new rooms. During the engagement, the Ricoh team maintained constant communications with our IT team, helping us to get started with the new AV

solutions and ensuring we purchased the correct Microsoft Teams licenses. During the refurbishment, Ricoh ensured that one large room was available for us at all times, so our users could continue to run collaboration sessions.”

## BENEFITS

### Enhancing the user experience

Through the engagement with Ricoh, AkzoNobel has successfully streamlined its AV strategy in the large meeting rooms, boardroom, and auditorium at its Amsterdam headquarters. Where users previously faced a confusing, complex mix of systems and interfaces in the rooms, they can now launch presentations or join Microsoft Teams meetings with just a few taps on the in-room controller.

Furthermore, the modern, leading-edge AV equipment from Ricoh ensures crystal-clear picture and sound quality during video meetings and group working sessions.

Similarly, the Ricoh NOC will continually optimise the performance of the AV systems, helping to minimise the risk of frustrating technical issues and delays during calls and presentations, and enabling on-site and remote users to work more productively. The move to the AV managed service model has also reduced pressure on the AkzoNobel IT and facilities teams. Whenever users require assistance in the





meeting rooms or auditorium, they simply reach out to the Ricoh NOC for support, leaving the AkzoNobel teams more time to focus on value-add work.

Wajahat Syed concludes: "Finding the right balance between flexibility and ease of use in larger meeting rooms is often

challenging, as adding more and more capabilities leads to growing complexity. With Ricoh, we have streamlined our AV strategy—everything is now connected and centrally managed, and the user experience is much simpler and more intuitive.

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## 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](http://www.ricoh-europe.com)

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