



CASE STUDY:

Multinational contemporary footwear brand Camper uses Ricoh eShop to empower their employees



COMPANY & CHALLENGE

Camper is a Spanish footwear company based on the island of Mallorca, Spain. Founded in 1975, they are a family business with a rich shoe-making heritage in creating unique designs. Today the Camper brand is marketed globally and has a presence in 40 countries, with more than 400 stores around the world and sales of around 4 million pairs per year.

In the midst of the Covid-19 pandemic, the company was in a hurry to find new ways and mechanisms to save time and effort in all their internal processes. They called upon Ricoh to help them improve their IT equipping process and, consequently, to empower their work teams with the technology needed to keep their business thriving despite the threats caused by the pandemic.



OBJECTIVE

Camper's objective was to keep satisfying their customer demand while adapting their purchasing processes to a new reality in which cost reductions and process efficiency were high up the business agenda. Ricoh eShop was presented not only as a new way to make the ordering process more efficient, but also to enable the business to equip their remote working employees and deliver IT materials directly to their homes if needed.

SOLUTION

Ricoh eShop combines agility and efficiency, enabling Camper to order supplies online 24/7 safe in the knowledge that the eShop team is on hand to answer any queries if needed. It allows the extensive IT catalogue to be accessed any time, anywhere and helps to centralise the purchasing process.



In Ricoh eShop we've found a solution that offers a large variety of products, enabling us to source the specific laptops we were looking for. The solution combines good functionality with competitive price.

Jose Arellano, Business Technology Support, Camper HQ



“We used to compare stock and prices between 3 providers in order to find the best solutions. Now with Ricoh eShop, we know we have all we need in one place with full access to product specifications and stock availability.”

Jose Arellano - Business Technology Support, Camper HQ



Ricoh eShop allows a unique user to access all product catalogues relevant for their department(s) and additional users can easily be added and assigned different types of access or approval workflow status. Therefore, eShop perfectly fits the Camper working model.

Ricoh eShop is the quickest and easiest way to buy products online using your Ricoh account. Access over 30,000 quality IT & office products and order with complete security and confidence.

Find out more at: www.ricoh-europe.com/buy-online

BENEFITS

The Ricoh eShop provides Camper with an intuitive, easy to use platform. This enables users to source and buy the right products faster, saving time and effort compared to the old offline process where they had to go through several stages of manual request and approval before Ricoh processed their order.

All of the products in Ricoh eShop are displayed with clear images, a detailed description, key selling points and product specifications, as well as stock availability and delivery time. This level of detail is important for Camper because they are buying different types of laptops, scanners, workstations, and accessories, and need to be able to easily compare different models in order to find the best solutions for their needs.



ABOUT RICOH

Ricoh offers innovative services and solutions for the digital workplace, enabling people and companies to use smart working more widely. For 85 years, Ricoh has helped to transform workplaces with document management solutions, IT services, communication services, commercial and industrial printing, digital cameras and industrial products.

Headquartered in Tokyo, Ricoh operates in more than 200 countries. In the financial year ending March 2020, the company had global sales of \$19.06 billion.

For more information, visit www.ricoh-europe.com