

Mama Works

Workplace services extended to clients on a pay-per-use basis

Sympathetic design and intuitive operation simplifies use

Managed co-working facilities

Mama Works has an innovative business model. The fast-growing company rents out managed co-working facilities on a pay-per-use basis. Companies and independent workers can book a meeting room or desk space by the hour, by the day or by the week.

Mama Works supports its clients by extending access to the latest business technology. The company was looking for a partner with digital workplace expertise and a recommendation from a business associate prompted founder, Alexandre Giraud, to call Ricoh.

Digital workplace expertise

Ricoh is a global technology company that has been transforming the way people work for more than 80 years. Ricoh empowers companies and individuals with workplace solutions that facilitate video conferencing, shared screen collaboration and mobile printing.

Ricoh developed a comprehensive solution that would allow Mama Works to extend high-tech workplace services to its clients on a pay-per-use basis. The self-financing solution, which is managed by Ricoh, is scalable and is being replicated as Mama Works open new sites.

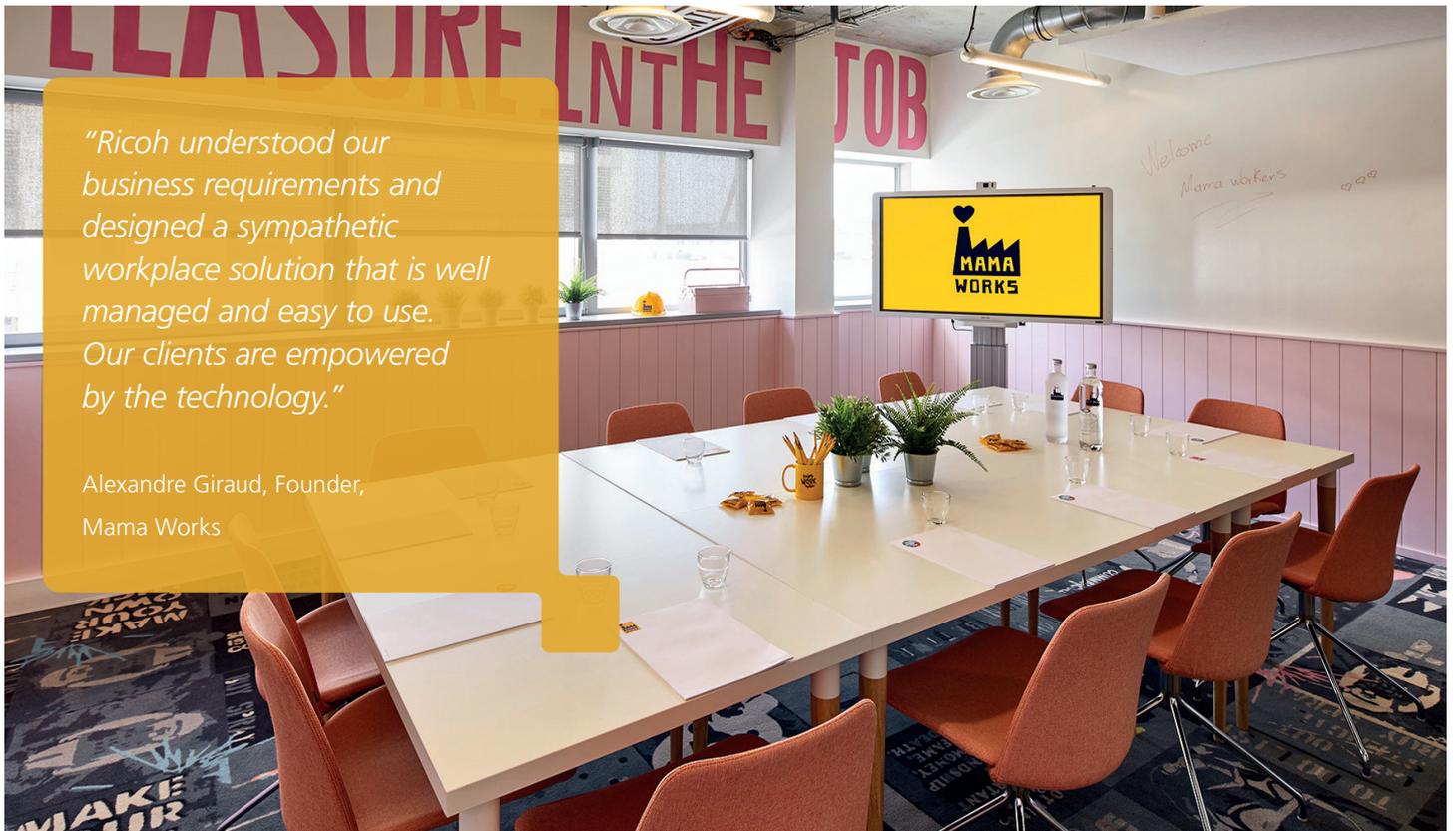


pay-per-use services

“Ricoh was recommended by a business associate. They developed the comprehensive workplace solution that we extend to our clients. It is scalable and can be easily replicated as our business expands.”

Alexandre Giraud, Founder,
Mama Works

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Simple intuitive operation

Mama Works wanted to empower its clients by giving them access to the latest high-tech communication technology on a pay-per-use basis. A sympathetic design was required that would allow casual users to connect seamlessly to the technology and use it intuitively without the need for training or support.

Ricoh's solution encompasses video conferencing, interactive whiteboards and multifunctional printers (MFPs). Using Ricoh's Virtual Meeting Room (VMR) facility, Mama Work's clients are able to communicate face-to-face with colleagues around the world and collaborate in real-time on critical documents.

Self-financing business model

The technology is interoperable and easy to use. Ricoh's Unified Communication System (UCS Advanced) supports a variety of videoconferencing platforms, including Skype and WebEx, and meetings can be initiated from an interactive whiteboard. Documents shared on screen, can be printed straight to a Ricoh MFP.

To simplify access, there is no need to join a network. The Ricoh MFPs support cloud-based printing and Mama Works' clients can connect to the technology using their own smart devices. Ricoh's management software, which sits quietly in the background, accounts for usage, enabling Mama Works to charge for services according to use.