



# How Ricoh APAC Centralized Content Creation Across 11 Countries with 2X's MaaS Model

After decades as a leading producer of cameras, multi-function printers, and electronic office equipment, Ricoh has now become a digital transformation powerhouse, delivering digital services, including hybrid workplace solutions, cloud services, and cybersecurity, to help their customers optimize business performance and transform their workspaces.

## The problem



Inconsistent brand and visual identity across 11 APAC operating countries (OpCos) and other regional teams with siloed content production contributed to mixed messaging.



Ricoh APAC needed a new way to unify people and operations and looked toward 2X's next-generation operating model to manage end-to-end content production.



A lack of standardization across workflows and processes led to duplicate, wasted efforts internally and higher agency spending.



**2X was instrumental in transforming content creation in APAC. The team became an extension of our own talents and capabilities, reforming our day-to-day processes—and freeing us up to focus on strategy and direct frontline support during a crucial year in the company's digital transformation journey."**

James Loginov, Head of Marketing Communications, APAC Marketing Division

# How Ricoh APAC Partnered with 2X

Ricoh APAC turned to 2X to supplement in-house capability and expand the capacity of their Marketing and Communications team. Together, the Ricoh APAC and 2X team built a content creation engine through a dynamic partnership that encouraged high-level creativity and seamless collaboration.

## Challenge 1

### **Wasted efforts and the lack of creative standardization**

## Solution #1

### **Create a standardized template to enable cohesive brand experiences**

2X reviewed all marketing and sales assets pertaining to Ricoh's digital solution portfolio. Language and aesthetics varied across the APAC region, while storytelling remained heavily product-orientated and focused on legacy solutions. 2X worked to unify style and messaging whilst coordinating with Ricoh APAC's 11 OpCos to support all standardization efforts.

2X's designers refined and unified Ricoh APAC's visual identity across multiple channels and asset types (solution pages, ebooks, product specification sheets, videos, social media posts, and more).

2X's writers worked on incorporating the new messaging into a mix of new and refreshed assets.

## Challenge 2

### **Lack of workflows to execute rebranding strategies**

## Solution #2

### **Deploy a centralized content creation engine to implement standardized workflows**

Delays were common in Ricoh APAC's creative process—with different subject matter experts, OpCo-level stakeholders, executive and product teams, and service marketing teams all involved at various stages of development. Lack of stakeholder visibility and ad-hoc workflows contributed to lengthy review times and multiple revision rounds.

2X helped to lay the groundwork for establishing a single source of truth for the 11 OpCos by setting up new workflows and processes supported by a dedicated account manager and expert team.

Template and workflow standardization increased alignment between 11 OpCos, improving speed-to-market and brand consistency.

Set up visible workflows for both Ricoh APAC's internal teams and 2X to monitor task progress—streamlining processes, from requests to approvals, for collaterals to be used across GTM campaigns.

## 2X's Impact

2X delivered a full suite of fresh, standardized templates across marketing and sales enablement materials and channels. With 2X owning end-to-end production, Ricoh APAC's now streamlined marketing creatives helped to strengthen the story around digital transformation, new areas of expertise and the company's digital service offerings.



**355**

assets in less  
than 1.5 years



**26**

deliverables in  
the first 90 days



**11**

OpCos supported  
through brand alignment



**Outsourced marketing often means paying a premium or sacrificing quality for lower costs. But with 2X, we have enjoyed a consistently high level of service, and together, we have produced a diverse range of content and deliverables that speak to the challenges facing our customers. 2X's flexible operating model has allowed us to adjust and right-size our investment along the way, supporting our changing needs and helping us to respond quickly to new development and opportunities."**

Steve Burger, Vice President, APAC Marketing Division

## A Next-Generation Operating Model for Content Creation

Hiring, onboarding, and training a full-time in-house team to standardize and centralize content production would have taken Ricoh APAC an average of six to 18 months.

Naturally, standard agencies would be another alternative. But with agencies downsizing or restructuring completely, it's a business model long overdue for transformation.

- According to Forbes, agency-client relationships now average **less than three years, down from 7.2 years** previously<sup>1</sup>.
- Content and creative-focused agencies can charge **USD \$50-60K** a month to run content marketing campaigns in more complex, high-competition verticals<sup>2</sup>.
- Forrester states that U.S. agencies dedicate up to **17% of annual revenue** to pursuing new business, with costs passed down to current clients, funding the agencies' new business efforts<sup>3</sup>.

In today's "do more with less" climate, there is a third alternative: marketing as a service (MaaS). 2X's MaaS model is a flexible, agile approach to scaling content marketing efforts as needed and according to demand or in times of economic uncertainty.



**The future of agencies is ad hoc teams of creative and differently skilled people coming together on projects and then disbanding. The people involved change as the projects change... That's it. Everything else is outsourced as needed."**

Forbes

<sup>1</sup> 'As Agencies Scramble To Make Money, They Will Eventually End Up Embracing The Gig Economy', Forbes, January 2023

<sup>2</sup> Hudgens, Ross, 'How Much Does Content Marketing Cost in 2024?', Siege Media, March 2023

<sup>3</sup> 'Ditch The Pitch — Adopt Forrester's Lifecycle Approach For Successful Brand And Agency Partnerships', Forrester, May 2023

# MaaS for Centralized B2B Content Creation



## Onboarding and Training

While hiring, onboarding, and training in-house teams takes an average of 6 to 18 months, 2X ramps up in 30 days on average. We swiftly implement actionable frameworks, leverage 900+ B2B best practices, and tap into deep creative expertise across different industries to produce impactful content faster.



## Investment

It costs AUD \$600-826K annually for a team of 8 to 10 internal creatives in Australia, while in the U.S., the average investment for a team comparable in size amounts to approximately USD \$745,236\*.

Partnering with a MaaS vendor costs 30-50% less than U.S. in-house teams and nearly 70% less than traditional agencies—benefiting from a unique operating model that leverages offshore economics and world-class B2B-driven creatives.



## Capacity and Scope

MaaS provides full-stack B2B creative competencies (promotional campaign creative, core asset creation, branding, video scripting and editing, etc.) and is able to enforce overall content governance guidelines to drive brand consistency—allowing internal teams to focus on high-level strategy while devoted FTEs handle non-core but crucial creative operations.



**I have been lucky enough to work with the team at 2X for nearly two years now. They add value to every project and have demonstrated an exceptional level of flexibility, collaboration, expertise, and commitment. We have grown truly together as partners and enjoy working as one cohesive team."**

Mardi Clucas, Marketing Communications Specialist, APAC Marketing Division

\*The first projected investment for an internal team was determined by evaluating the aggregate annual salaries for a team of eight to 10 internal creatives located in Australia within the APAC region. Meanwhile, the second calculation averages total costs for a team of similar size in the U.S., utilizing salary data sourced from reputable platforms such as SEEK, Payscale, Indeed, and various salary reports.



## About 2X

2X is a leading B2B marketing-as-a-service firm that helps marketing leaders achieve greater impact while lowering costs through its managed services delivery model. Servicing over 150 clients including SAP, Ricoh, Docker, Hyland, Seismic, Qlik, and GoTo, 2X provides dedicated and highly skilled FTEs who specialize in marketing operations, martech management, campaign execution, content and creative production, and strategy consulting services. With more than 1,000 team members globally, 2X is backed by private equity firms Recognize and Insight Partners and has been recognized as one of the fastest-growing companies in the US by Inc. and the Financial Times. For more information, visit [2X.marketing](https://2x.marketing) or follow us on [LinkedIn](#).

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ABM campaign launch.**



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