



## Ricoh platform connects company employees and stakeholders

### Communication challenges

Better Collective is a leading developer of digital platforms for sports betting. The company's applications, which include *bettingexpert.com*, the world's largest online sports betting community, are designed to make gambling more entertaining, transparent and fair.

Better Collective is growing at pace and, with five offices and more than 250 affiliate partners worldwide, collaborative communication was becoming a challenge. With its teams unable to meet in person, the company needed an integrated videoconferencing and communication system.

### Ricoh's unified solution

Keen to foster a unified and inclusive culture, Better Collective sought a solution that would allow its employees to communicate seamlessly with each other and with external stakeholders. The technology needed to be easy to use and provide cross-platform compatibility.

Ricoh implemented a Virtual Meeting Room solution, based upon Ricoh UCS Advanced. The system allows Better Collective's employees and its stakeholders around the world to collaborate in real time using videoconferencing facilities, their desktop, tablet or mobile phone.



# Live!

NASDAQ launch streamed live on Ricoh platform

*"Ricoh UCS Advanced calls are easy to join, regardless of where you are or how you access the service. Our employees can join meetings from their desktop, mobile phone or the conference room."*

Martin Andersen, IT Manager,  
Better Collective

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*"I would recommend Ricoh UCS Advanced to anyone looking for an easy-to-use videoconferencing service that integrates with other solutions, like Polycom, Microsoft and Google."*

Martin Andersen, IT Manager,  
Better Collective

### Multi-participant meetings

Ricoh UCS Advanced was selected for its ease of use and interoperability with other services, including Skype for Business and G Suite. Ricoh's Virtual Meeting Room platform supports remote multi-site/multi-participant meetings, with guests able to join seamlessly, from any location, using videoconferencing technology or a PC/tablet/smartphone browser to connect.

Ricoh also updated Better Collective's videoconferencing technology, installing integrated Polycom Group 310 systems in a number of meeting rooms. The Polycom systems, which incorporate smart-camera technology, provide simple touchscreen control over the audiovisual environment, including interactive whiteboards, monitors and other external inputs.

### Simply better connected

Better Collective's employees have enthusiastically embraced the new technology. Their feedback has been wholly positive, with users commenting that the service is easier to access and provides a more reliable, higher quality audiovisual connection. That is because Ricoh UCS Advanced runs on a dedicated high-bandwidth global network, built for video.

Ricoh's unified communication technology has helped Better Collective enhance its corporate culture. Its employees feel more connected and there is a stronger sense of inclusion and camaraderie. So much so, that when the company launched shares on the Stockholm NASDAQ, the event was broadcast live to employees and stakeholders using Ricoh UCS Advanced.