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Case Study

Less Noise, More Control: Why Squadron Energy Consolidated Workplace Technology Providers



Executive summary

Established in 2016 as part of the Tattarang Investment Group, Squadron Energy has rapidly established itself as a driving force in Australia's renewable energy sector. In less than a decade, the organisation has 2 gigawatts of wind farms in operation or under construction, with continued investment in new projects shaping its future growth.

With a growing presence across Brisbane, Canberra, Sydney, Newcastle, Wollongong and Dubbo, the organisation plays a key role in supplying large commercial and industrial customers with electricity, while also contributing to the national grid. As the business has expanded, so too has the need for reliable, consistent workplace technology that can support teams working across multiple sites and a high pace of delivery.

To support this next phase of growth, Squadron Energy has focused on simplifying its office technology environment and strengthening the systems that enable collaboration between distributed teams.



Quick facts

- Sector: **Energy**
- Established: **2016**
- Headquarters: **Sydney, Australia**
- Employee size: **230 staff**
- Website: **squadronenergy.com**

An overview

Squadron Energy is a rapid-growing renewable energy business operating across wind, gas and firming assets along Australia's eastern seaboard. With around 230 staff working across multiple offices and operational sites, the organisation has a highly active working environment, where collaboration between locations is a daily requirement rather than an exception.

As the business expanded through acquisitions and new project development, differences began to emerge in the technology used across offices. Print infrastructure and meeting room setups varied from site to site, and video conferencing performance was not always consistent under heavy usage. For teams working across locations, this created friction in what should have been straightforward day-to-day interactions.

Rather than continue managing a fragmented environment, Squadron Energy reviewed how its office technology could be brought into better alignment with the way people actually work. This led to a broader focus on standardisation across both print and collaboration tools, with an emphasis on reducing variability between offices and improving reliability for staff who rely on these systems every day.

Working with Ricoh, Squadron Energy began the process of rationalising its environment and creating a more consistent foundation across its national office network.

Key highlights

- Standardised print and video conferencing environments across multiple offices, creating greater consistency for staff working across all locations.
- Improved reliability in meeting room technology, reducing escalations and easing pressure on internal IT support teams in a fast-paced, highly collaborative workplace.
- Established a trusted ongoing partnership with Ricoh, supporting Squadron Energy's continued growth and expansion across Australia.

Products & Solutions

- A tailored fleet of Ricoh devices, including the Ricoh IM C6010, Ricoh IM C3010, Ricoh IM C3000, Ricoh IM C2010 and Ricoh IM C320FW.
- An intuitive Interactive whiteboard Ricoh D6520
- Integrated communication hubs across the Australian eastern seaboard, including 2 Townhall spaces and 13 Meeting Rooms fitted out with Logitech Rallybar and Rally Plus kits.

The challenge

As Squadron Energy continued to grow, the mix of print devices across its offices became increasingly difficult to manage. Staff were working with equipment from multiple vendors, including Ricoh, which created inconsistency in performance, support, and day-to-day usability. With teams spread across several states, this lack of standardisation was starting to add unnecessary complexity to routine operations.

Around three years ago, the organisation made the call to simplify its print environment by moving to a single vendor. Having already had positive experience with a Ricoh device in place for several years, Squadron Energy saw clear value in building on that relationship and bringing its broader fleet into alignment.

At the same time, the business was also looking closely at how teams collaborated across offices. Video conferencing had become central to daily operations, but existing setups varied between locations and were not always reliable under heavy use. The previous setup required additional equipment to support laptops and tablets, often delaying the start of meetings. Squadron began focusing not only on upgrading equipment, but on creating a more consistent and dependable experience for staff working across multiple sites and time zones.

"We could see the sense in standardising our fleet and had already had positive experience with one Ricoh device over a number of years"

– **Derren Edwards,** Head of IT operations, Squadron Energy

The solution

Cutting complexity with a consolidated approach

As Squadron Energy continued to scale, operating a mix of print and audio-visual systems across multiple vendors was creating unnecessary complexity. Different platforms across offices placed additional demand on internal IT teams, while also creating inconsistent experiences for staff moving between locations. The lack of standardisation was starting to slow support processes and add friction to everyday tasks.

To address this, Ricoh worked with Squadron Energy to consolidate its print and collaboration environments into a single, more manageable framework. The aim was to reduce operational overhead, streamline support, and create a more consistent experience for staff across all offices.

Standardising the printer fleet

Following a detailed review of workflow requirements, Ricoh recommended a tailored fleet of multifunction devices suited to different office sizes and usage needs. This included a mix of models such as the RICOH IM C6010, IM C3010, IM C3000, IM C2010 and IM C320FW.

"The new printers are all intuitive and standardising on Ricoh means we now only have to deal with a single vendor," said Edwards.

"If any support is required, they are always very responsive which means the printers are always available for use."

– **Derren Edwards,** Head of IT operations, Squadron Energy

The solution

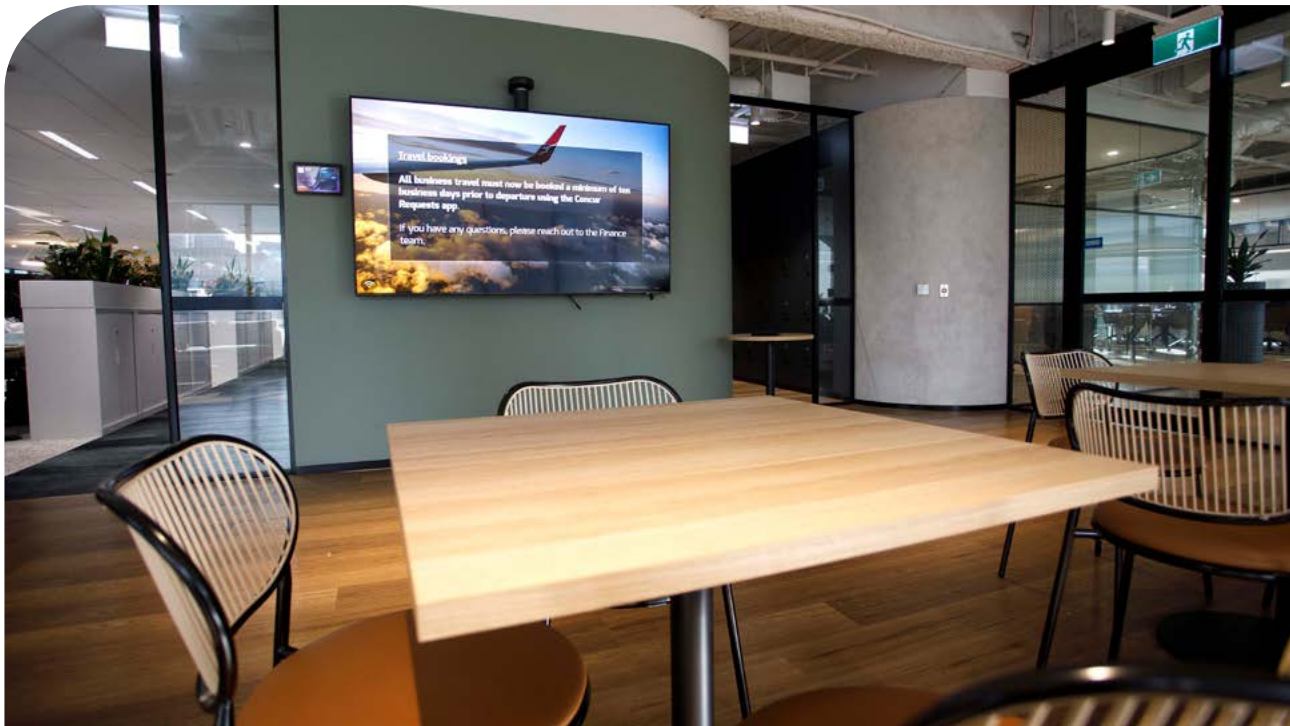
Improving video conferencing capabilities

Alongside the print infrastructure rollout, Ricoh assessed their connectivity requirements to roll out a standardised system. Designed to enhance collaborative spaces through high quality audio and user friendly interfaces the solution was installed across offices in Brisbane, Sydney, Wollongong, and Melbourne. The new design incorporates Logitech-based meeting room setups with a mix of BYOD and single-button join functionality. This entailed all-in-one soundbars with integrated cameras, microphones and speakers alongside screens across multiple sites, creating a more uniform collaboration environment that better supports a distributed workforce.

"The uniform design also means the user experience is the same for staff who travel between offices," said Edwards. "As well as all-in-one sound bars with cameras, microphones and speakers, Ricoh supplied screens in 5 offices."

"It's currently a robust and stable solution, that saves internal IT support overhead. We are at a point now, where we are the most stable, I have ever seen meeting room technology perform. This is normally a really tricky area to provide a solution that performs well, but Ricoh does just that", noted Edwards.

To support Squadron's growing need for company-wide town hall meetings and larger team gatherings, Ricoh transformed the kitchen area into a dedicated conferencing space, incorporating a Logitech display and camera solution to enable engaging and effective collaboration.



The outcome

A high-performance printer fleet

Squadron Energy's offices are now supported by a standardised fleet of carefully selected Ricoh printers, aligned to the needs of each location and user group. The devices are performing reliably across sites, giving staff the capability to produce high-quality output without interruption or inconsistency.

Fully equipped meeting rooms

Upgraded video conferencing environments have also changed the way teams connect and collaborate on a daily basis. With consistent meeting room setups in place, staff are able to move between locations and join calls without needing to adjust to different systems or configurations.

"The printers are very easy to use and give staff the performance they require. We know that Ricoh is readily available should we need support or need to order consumables."

– **Derren Edwards,** Head of IT operations, Squadron Energy

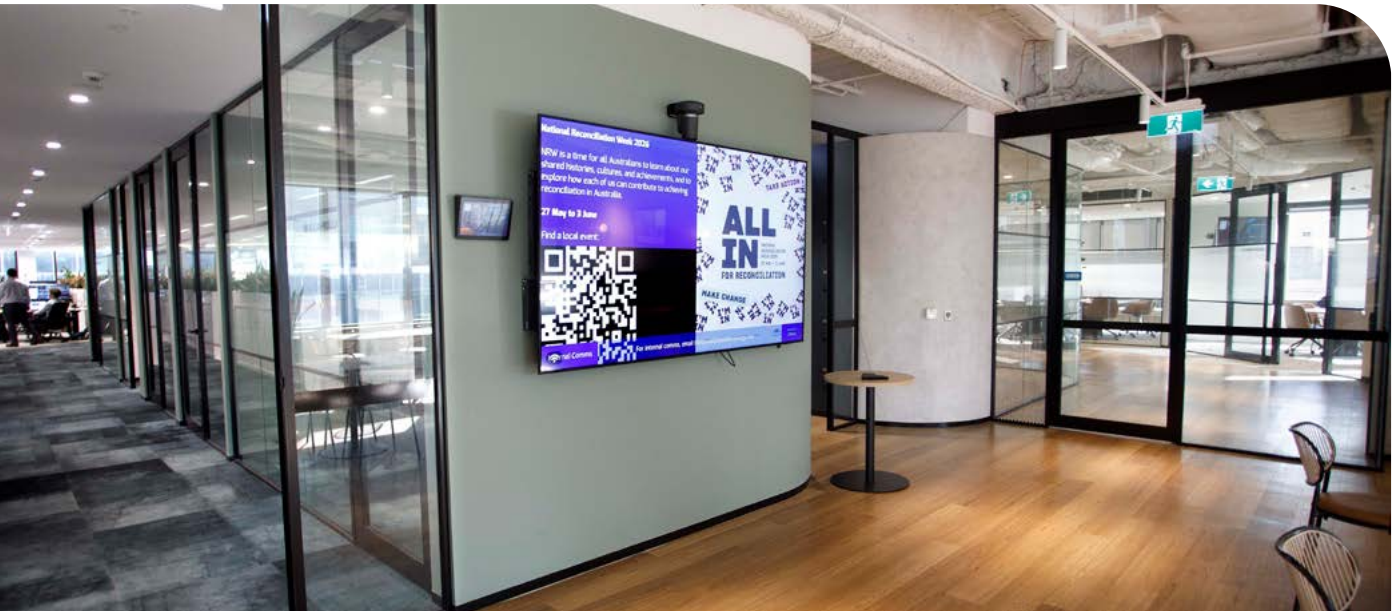
Future plans

As Squadron Energy continues to expand its portfolio of renewable projects across Australia, consistency and scalability will remain central to its workplace strategy. With a growing footprint and increasing collaboration between sites, the organisation is focused on ensuring its technology environment keeps pace with operational demands.

Looking ahead, Squadron Energy sees Ricoh as a long-term partner in this journey. As new offices come online and meeting room usage continues to increase, the emphasis will remain on maintaining reliability, reducing complexity, and ensuring staff can stay connected without interruption, no matter where they are working from.

"We were very impressed by the way Ricoh took time to understand our requirements and select equipment that matched our needs. As we continue to grow, I am confident that Ricoh can continue to support us in the areas of printing as well as meeting room technology."

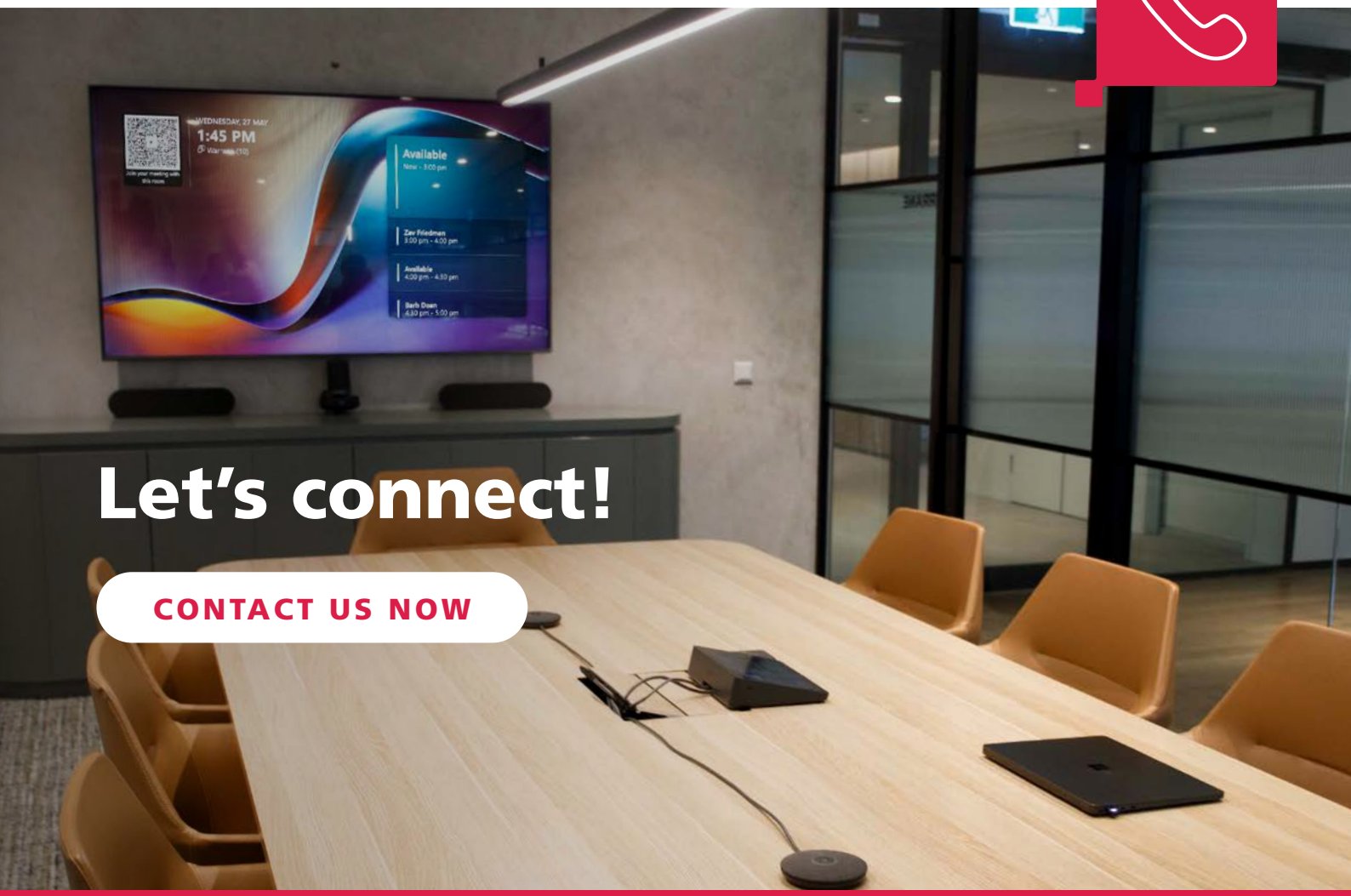
– **Derren Edwards,** Head of IT operations, Squadron Energy



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Ricoh Australia Pty Ltd, Level 1, 2 Richardson Place, North Ryde, NSW 2113, 13 RICOH (13 74 264)
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