

Case Study

Creating Smarter Meeting Spaces: How Bonsella enhanced engagement with Ricoh



Executive summary

Since its founding in 2003, Bonsella has grown into one of Canberra's leading accounting firms, earning a place among the *Australian Financial Review's Top 100*. With a team dedicated to delivering expert accounting, taxation, SMSF management, and business services, Bonsella has always placed collaboration and client engagement at the heart of its operations.

Now, as the firm prepares to move into its new office space, it faces a new chapter: creating a modern, hybrid workplace where in-person and remote collaboration can flourish seamlessly. Having relied on Ricoh for over 15 years for print solutions, Bonsella naturally turned to the company to design a suitable infrastructure that could support its growing needs.



Quick facts

- Sector: **Business services**
- Established: **2003**
- Headquarters: **Canberra**
- Employee size: **35 staff**
- Website: **bonsella.com.au**

An overview

From its offices in central Canberra, Bonsella provides a diverse range of business and taxation services to organisations across New South Wales. As the firm looked to the future, it recognised that investing in modern collaboration technology would be critical to supporting flexible work and maintaining strong client relationships.

Drawing on a deep understanding of Bonsella's operations, the team began crafting an integrated meeting room solution designed to make collaboration effortless. The new solution allows staff to wirelessly connect their preferred device to screens, cameras, and microphones installed in six meeting rooms, while remote participants can join video conferences from anywhere.

The company expects that the new infrastructure will streamline communication with clients and allow staff to collaborate whether working in the office or remotely.

Key highlights

- Transitioning from a long-standing print partnership to a modern workplace solution.
- Equipping their new offices with an integrated meeting room solution to support flexible, high-quality communication.
- Staff will be able to wirelessly connect their devices to displays, cameras, and microphones, while remote participants can join meetings effortlessly.
- The platform will support client engagements, internal collaboration, and a more fluid way of working across locations.

Products & Solutions

- Complete office upgrade with six meeting rooms featuring Barco ClickShare screen casting kits for wireless conferencing including; a ClickShare bar, and Logitech cameras

The challenge

Removing complexity, improving the quality of video conferencing

Bonsella had been using a legacy video conferencing platform, however the reliance on physical cables to connect devices made it complex and cumbersome to use. The company wanted a state-of-the-art replacement platform that offered wireless connectivity and improved audio and video performance.

“Our legacy system was challenging to use as staff needed to use a mix of cables and adaptors to connect their devices,” said Kirstie Hardy, Business Manager, Bonsella. “We were looking to improve the quality of video and audio that was being made available.”



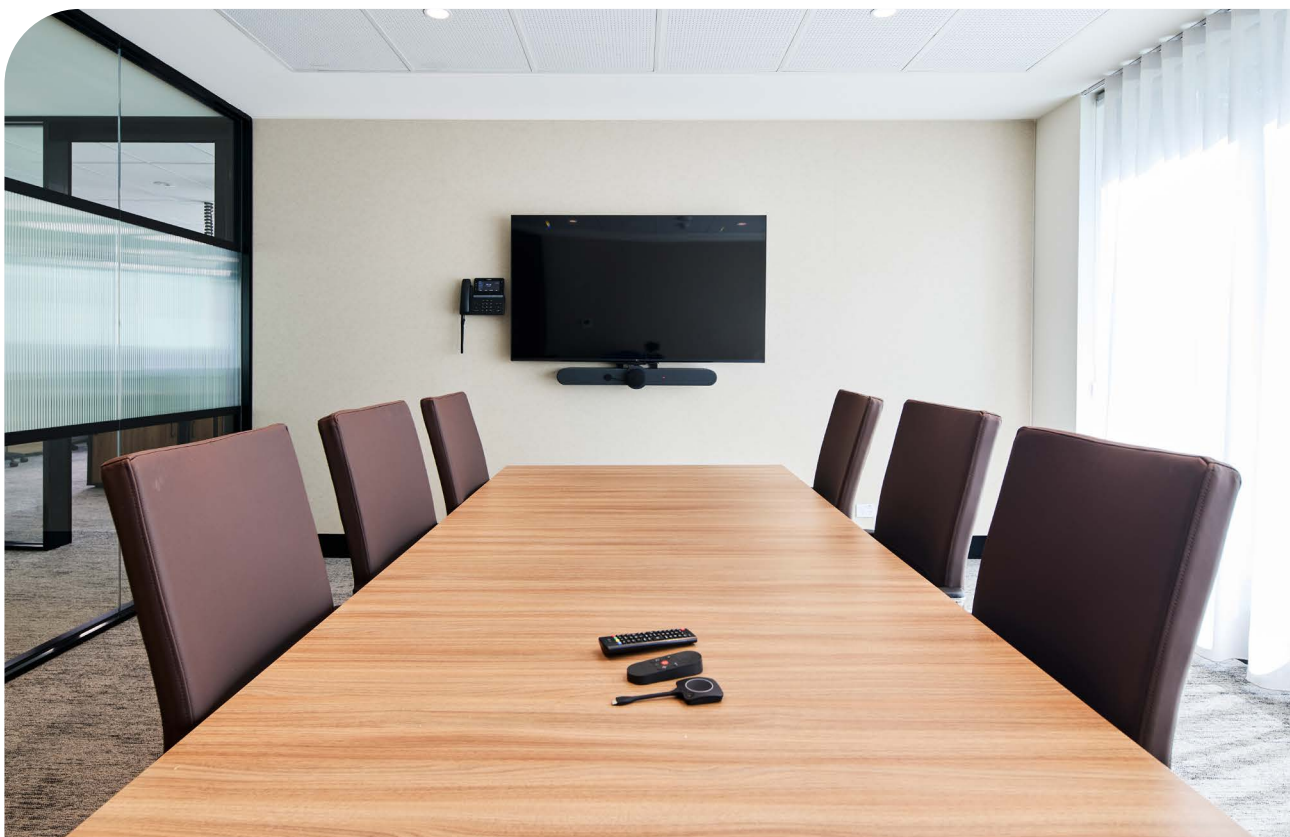
The solution

One Partner. One Platform. One Smart Workplace Hub.

To complement their office upgrade, Ricoh worked closely with Bonsella to ensure the technology supported the firm's evolving way of working. The project began with the installation of new multi-functional printers, forming part of a broader office productivity upgrade designed to simplify everyday tasks and create a more efficient workspace.

But the real transformation was in the meeting rooms. Ricoh took the time to understand Bonsella's unique needs—how teams collaborate, how clients interact, and the challenges of their legacy systems. From these conversations, the Ricoh team designed an integrated meeting room solution tailored to the firm. The solution includes Barco ClickShare wireless conferencing, a ClickShare bar, and Logitech cameras in each of the six meeting rooms, enabling effortless connection for both in-office and remote participants.

"From design to implementation, they guided us through each step. Once installed by Ricoh, we're confident that the equipment will work seamlessly," said Hardy. "We are certain that, if any issues were to arise, Ricoh would be able to quickly resolve them for us."



The outcome

Better user experience and performance

Bonsella is looking forward to a future where meetings flow smoothly, technology fades into the background, and teams can focus on the work that matters.

The Ricoh team carefully selected equipment for its intuitive interface and high performance, ensuring staff will be able to quickly connect their devices to meeting room screens, cameras, microphones, and speakers.

“The new platform delivers on our requirement to have wireless connectivity for users,” Hardy said. “We’re excited about how much easier it will be to set up and manage video conferencing sessions. It’s expected to remove frustration and help our teams be more productive.”

Seamless collaboration with remote users

Beyond enhancing in-room meetings, the new platform is designed to make remote participation effortless. Whether a client cannot attend in person or a team member is working from another location, the system is expected to make meetings more inclusive and efficient. “This is really handy when, for example, a client is unable to come to our offices for a meeting or we need to include a staff member who is working from elsewhere,” Hardy said.

“Meetings can be quickly and efficiently set up and staff require little or no training to feel comfortable with the system’s operation.”

– **Kirstie Hardy**, Business Manager, Bonsella

Expected benefits

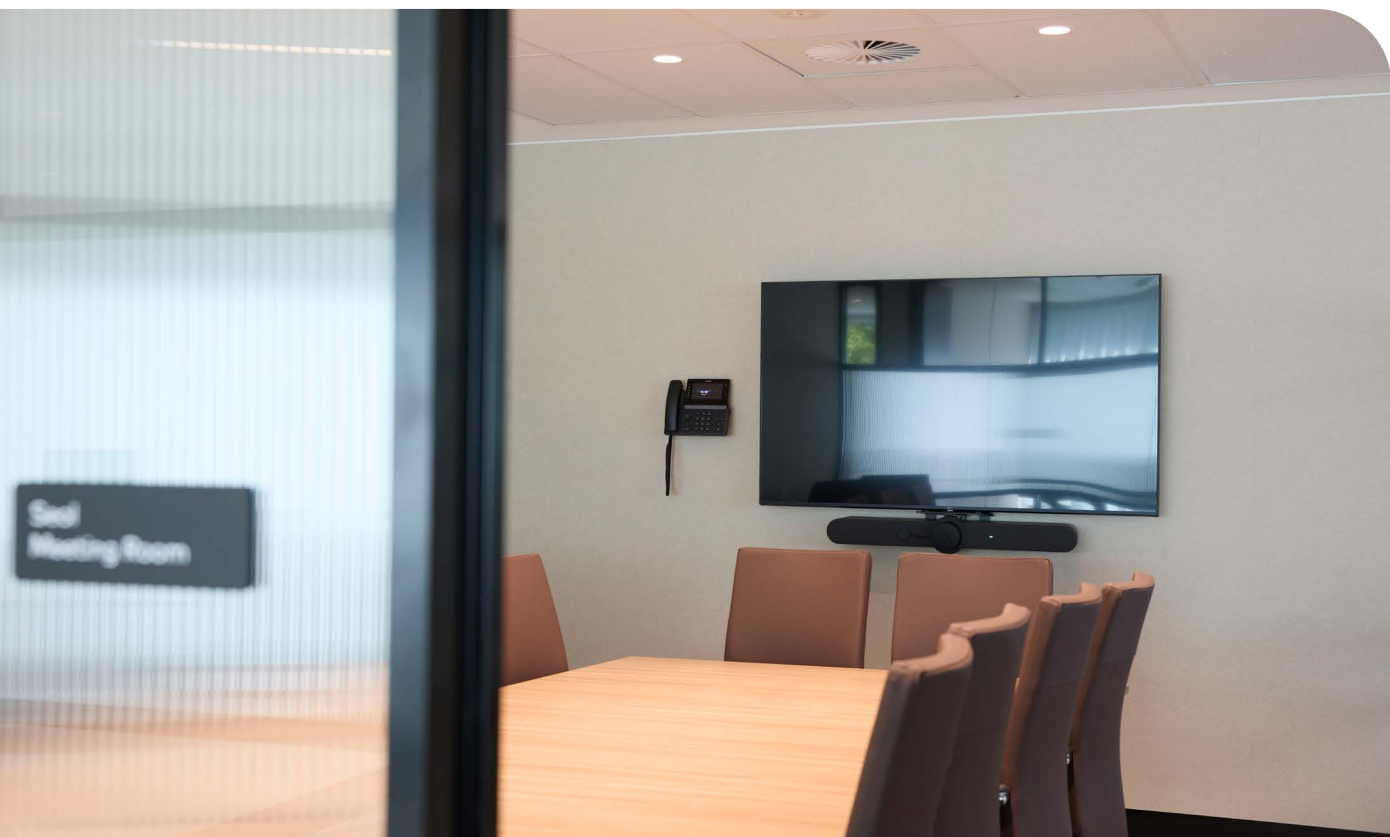
As Bonsella prepares to step into its new workspace, the team is already envisioning how the platform will reshape their day-to-day interactions and elevate their client experience.

Effortless connectivity: Staff will be able to wirelessly connect devices to screens, cameras, and microphones, eliminating cables, adapters, and technical headaches.

Seamless remote participation: Clients and team members working offsite will join meetings as easily as if they were in the room, supporting a flexible, modern way of working.

Enhanced productivity and collaboration: By simplifying technology, the firm anticipates faster, more effective meetings, freeing time for client service and innovation.

Trusted support: With Ricoh's long-standing partnership and proactive support, Bonsella is confident that any challenges will be swiftly addressed, allowing staff to focus on collaboration rather than troubleshooting.



Future plans

With the new platform installed, Bonsella trusts that Ricoh is available and ready to offer any support that might be required.

“They really understand our business and know how valuable video conferencing facilities are to the way we function. They’ll continue to be a valuable technology partner,” said Hardy.

“We have a great long-term working relationship with Ricoh, and I am confident they will work with us in the future.”

– **Kirstie Hardy**, Business Manager, Bonsella



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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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