

Case Study

TransAlta Boosts Videoconferencing Capabilities with Ricoh



Executive summary

For over a century, TransAlta has been powering industry across the globe. With operations spanning Canada, the United States, and Western Australia, the company delivers electricity to mining, oil, and gas producers, helping drive critical industrial activity.

In Western Australia, where TransAlta supports a growing number of industrial clients, communication across dispersed sites was becoming a challenge. With teams spread across offices and operational sites, the company's reliance on video conferencing had outgrown a small unit tucked in the Perth office kitchen.

Building on a seven-year relationship with Ricoh, originally through print services, TransAlta commissioned a bespoke video conferencing solution. The result is a flexible, high-quality system that makes global townhalls, local team meetings, and cross-site collaboration seamless—all while supporting the company's commitment to sustainability by reducing travel.

The logo for TransAlta, featuring the word "transalta" in a lowercase, sans-serif font. The letters are a vibrant green color with a slight gradient and a white outline. A small trademark symbol (TM) is positioned to the upper right of the final letter 'a'.

Quick facts

- Sector: **Energy**
- Established: **1909**
- Headquarters: **Canada**
- Employee size: **120 (Australia)**
- Website: **transalta.com**

An overview

TransAlta has been powering Western Australia for over 25 years, delivering electricity to some of the state's largest mining and industrial operations. As global energy providers, staff are dispersed across facilities and remote operational sites, creating a critical challenge of keeping everyone connected.

Historically, video communication was handled with a single, modest unit housed in the Perth office kitchen. But as the team grew and meetings became larger and more frequent, this setup no longer met the company's needs. TransAlta needed a scalable, reliable, and high-quality video conferencing solution that could connect Perth with colleagues in across the globe.

Having partnered with Ricoh for a number of years for their print infrastructure, they began examining Ricoh's digital workplace offerings. After visiting the site and understanding the unique space restrictions, Ricoh was commissioned to design and deploy a new video conferencing system for their Perth office. Now fully functional, the new facility supports townhalls, collaborative sessions, and meetings with colleagues, customers, and partners around the world.

Key highlights

- TransAlta needed a reliable, high-performance video conferencing system to enhance communications between staff.
- Previously, staff had relied on a small system, however this could not scale to meet increasing demands
- The company was keen to find a system that could support larger meetings and be intuitive to use.

Products & Solutions

- **Two 65-inch Yealink digital meeting boards**—one for the presenter, one for content.
- **Yealink UVC86 wall-mounted camera** that tracks presenters for a more immersive experience.
- **Wireless microphones** to ensure all voices are captured clearly.
- **Microsoft Teams integration** for standardised, familiar user experience.

The challenge

Connecting dispersed teams without compromise

With regular townhalls connecting staff across three continents, and day-to-day meetings spanning multiple sites in Western Australia, TransAlta had become very reliant on video conferencing as a core communication channel. The company needed a solution that could handle larger groups, deliver crystal-clear audio and video, and be intuitive to use. Additionally, the physical constraints of the office space meant that traditional fixed installations weren't feasible.

"We had been using a small video conferencing unit in our company kitchen in Perth," said Gehan De Silva, IT Infrastructure Specialist, TransAlta. "However, we were finding this was no longer able to provide the level of support and performance that we required. A decision was taken to find a more scalable, better performing alternative."



The solution

A bespoke, mobile 'super trolley' that redefined collaboration

Collaborating with TransAlta, Ricoh created a purpose-built videoconferencing 'super trolley'. Designed to deliver maximum performance without requiring wall mounted screens. The trolley comprised of two Yealink 65-inch digital meeting boards, used to show the presenter and content. For a more immersive experience a Yealink UVC86 video camera was mounted to track presenters and allows remote participants to feel a part of proceedings. Wireless microphones have also been installed so that everyone can be clearly heard during meetings.

"The Yealink equipment has been a game changer for us when it comes to holding townhalls and video conferences," said De Silva. "The screens are very clear, and the remote camera and microphones has significantly improved the experience for participants in other locations."



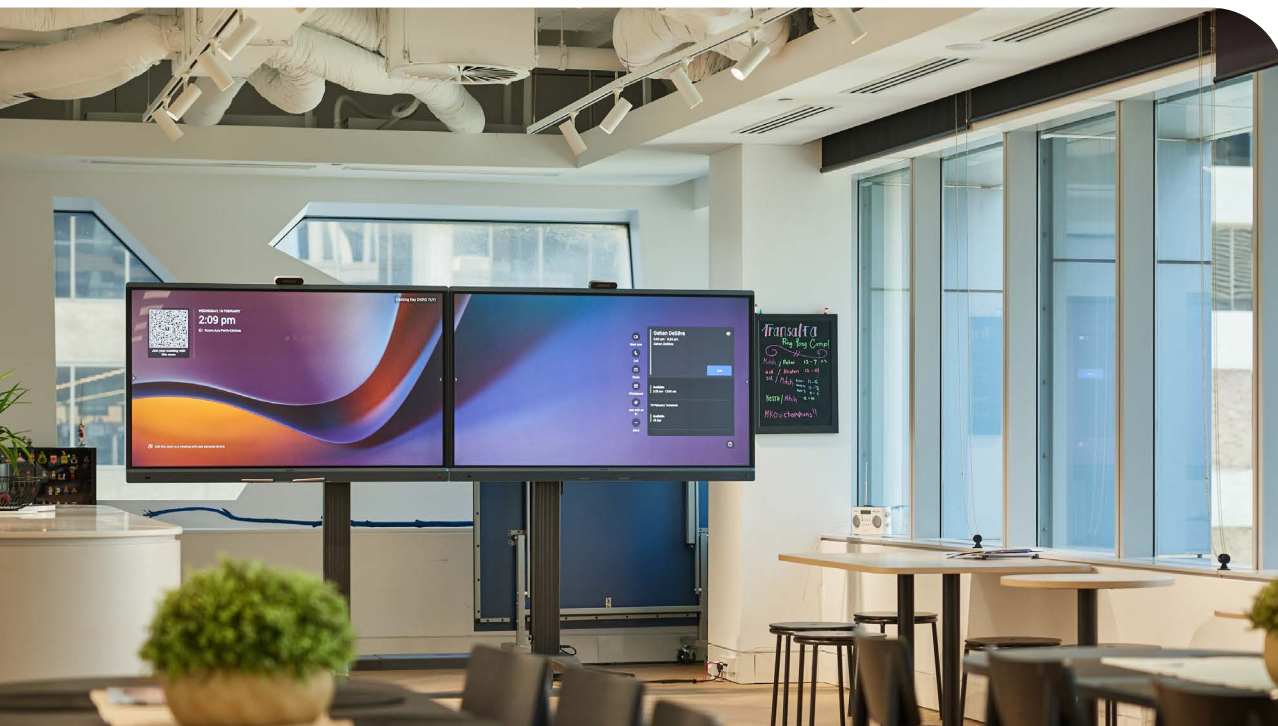
The outcome

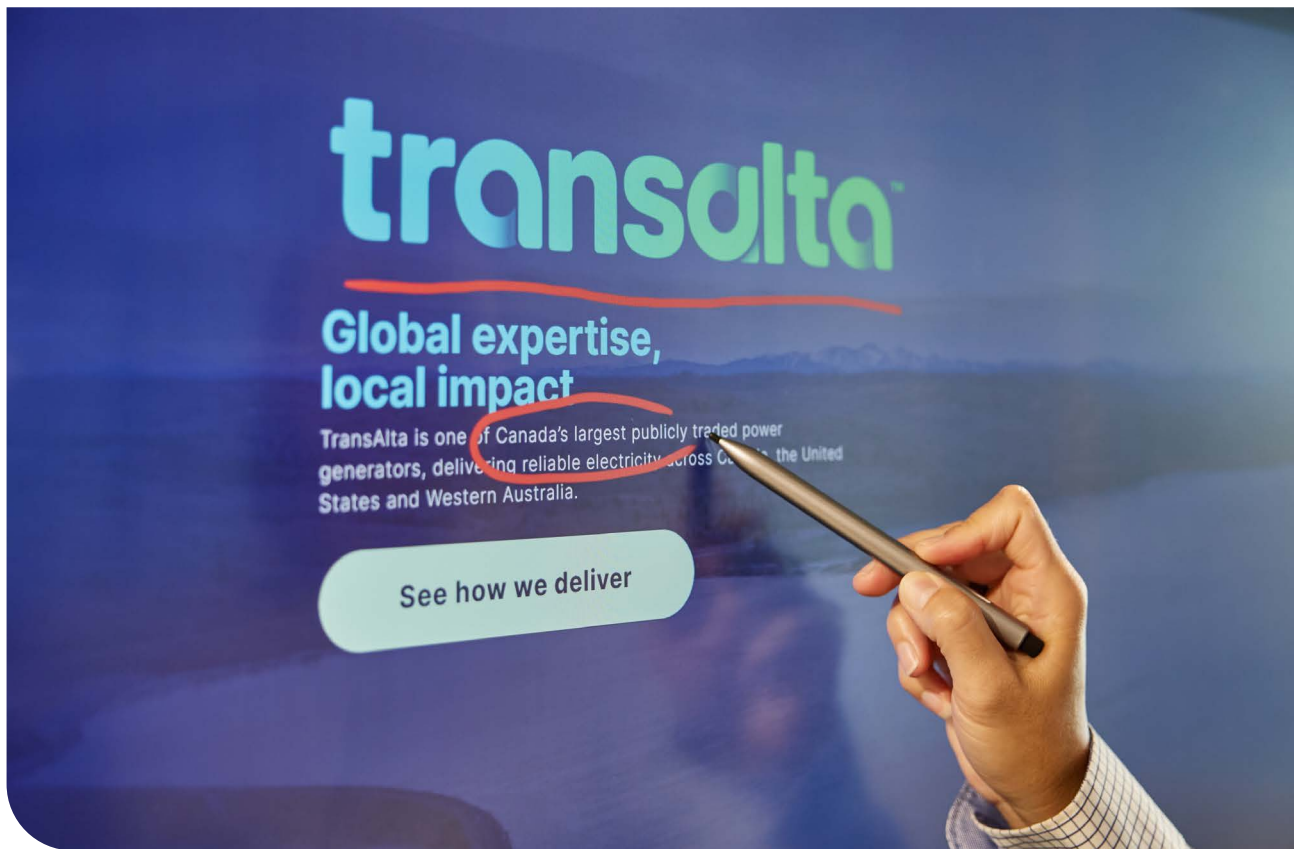
Improved collaboration, reduced travel, and enhanced sustainability

Since the installation, TransAlta has reported significant improvements in the way teams collaborate:

- **Reliable, high-quality video and audio:** Every meeting now runs smoothly, with clear visuals and sound.
- **Intuitive user experience:** Staff can focus on discussions rather than troubleshooting technology.
- **Scalable solution:** The trolley can handle meetings of up to 50 participants in-office and expand virtually for remote staff.
- **Multi-purpose functionality:** When not in use for townhalls, the 65-inch screens can display digital signage communications, keeping staff informed with real-time updates across the office.
- **Reduced travel and environmental impact:** Less need for staff to fly between offices helps lower carbon emissions.
- **Strengthened partnership:** Working with a vendor that shares TransAlta's values in sustainability and technical excellence has been a natural fit.

De Silva advised, "Our meeting capabilities have been significantly improved as a result of the new Ricoh solution. Staff find the equipment intuitive to use and remote participants report a more immersive experience. Being based on the Microsoft Teams interface, the solution allows meetings to be easily scaled as staff numbers increase."





Shaping a sustainable future through partnership

TransAlta prides itself on its use of renewable energy sources to meet the needs of its clients. They also look to work with vendors that have a proven commitment to Sustainability.

As well as improving communication between sites, the new solution has also helped to lower the needs for travel which, in turn, has had a positive impact on emissions.

“Ricoh has long championed its renewable strategies and activities and so we are pleased to have them as a key technology provider,” said De Silva. “We look forward to continuing to work with them as our operations grow in the future.”

Future plans

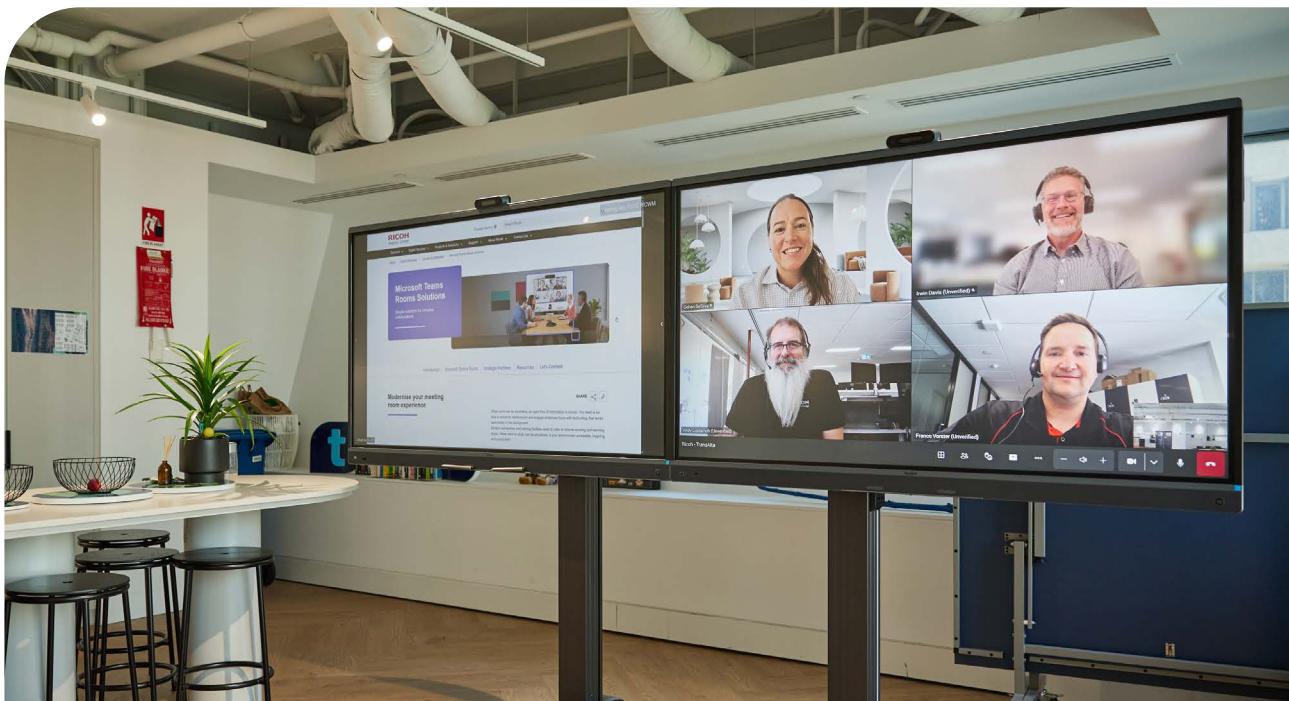
TransAlta plans to continue leveraging the Ricoh solution to support its growing team and expanding operations in Australia. The flexibility of the mobile trolley means the system can easily adapt to future needs—whether hosting local meetings, global townhalls, or hybrid events.

Beyond meetings, the 65-inch screens offer additional value: when not in use for townhalls, they can be repurposed to display digital signage communications, keeping staff informed and engaged with real-time updates across the office.

“Our partnership with Ricoh goes beyond technology—it’s about shared values and long-term collaboration,” says De Silva. “We’re excited to continue working together as our operations evolve, and now the screens are helping us communicate more effectively even outside of formal meetings.”

“Our meeting capabilities have been significantly improved as a result of the new Ricoh solution. Staff find the equipment intuitive to use and remote participants report a more immersive experience.”

– **Gehan De Silva**, IT Infrastructure Specialist, TransAlta



Learn how

Ricoh can streamline the way your teams connect, collaborate, and perform



Let's connect!

[CONTACT US NOW](#)

13 RICOH | ricoh.com.au

RICOH
imagine. change.

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

©2026 Ricoh Australia Pty Ltd. All rights reserved. Ricoh® and the Ricoh logo are registered trademarks of Ricoh Company, Ltd. All other trademarks are the property of their respective owners. The content of this document, and the appearance, features and specifications of Ricoh products and services are subject to change from time to time without notice. Products are shown with optional features. While care has been taken to ensure the accuracy of this information, Ricoh makes no representation or warranties about the accuracy, completeness or adequacy of the information contained herein, and shall not be liable for any errors or omissions in these materials. Actual results will vary depending upon use of the products and services, and the conditions and factors affecting performance. The only warranties for Ricoh products and services are as set forth in the express warranty statements accompanying them. Exclusions apply.