

## Case Study

The CBI  
Business lobbying  
Workplace Services

Ricoh partnership with the CBI delivers a 'remarkable' workplace transformation



When the CBI, the UK's voice of business, moved into its new, central London office it was a chance to change the way the business lobbying organisation worked. In partnership with Ricoh, the CBI has achieved what it

describes as a remarkable transformation in its office environment, making it easier for staff to collaborate, share knowledge and use technology to work in a modern, innovative way.

## Executive summary

**Name:** The CBI  
**Location:** London  
**Size:** 250 staff  
**Activity:** Business lobbying and campaigning

### Challenges

- Cost and improvement pressures forcing business organisations to change
- Need to increase knowledge sharing and collaboration
- Old fashioned, restrictive office environment

### Solution

- Ricoh Workplace Services
- Ricoh collaboration technology

### Benefits

- Transforms a traditional office space into a dynamic, collaborative work environment
- Makes business services like print more efficient and cost effective
- Improves print quality of service with a 30% cut in device numbers
- Improves communication and collaboration between customers, partners and staff
- Supports more sustainable ways of working

### Challenges

The CBI is the UK's premier business lobbying organisation, providing a voice for businesspeople and their businesses at a national and international level. It speaks for companies of every size, including many in the FTSE 100, SMEs, micro businesses, private and family owned businesses, start ups, and trade associations across all sectors. The CBI's mission is to promote the conditions in which business can compete and prosper. To achieve this, the CBI campaigns in the UK, the EU and internationally for a competitive policy landscape. It is headquartered in London and has several regional offices, as well as offices in Brussels, China, the US and India.

As an organisation at the heart of business, the CBI understands only too well the importance of innovative technology and working practice to become more efficient and more productive. When the CBI planned to move its HQ to a new office at Cannon Place in central London, a key part of the move was to create a more collaborative working environment.

Matt Phillips, Head of IT Operations for the CBI, says, "The general trend in working is collaboration, working together and bringing people closer together. Essentially, the CBI is a knowledge organisation and we wanted to create the best environment in which people could interact with one another and share that knowledge."

The CBI's previous headquarters had comprised many small, closed offices on different floors which restricted collaborative working. It also made business services like print inefficient since printers were located in these offices making them difficult to share with more than a few users.



One of the CBI's objectives is to form strategic partnerships with leading businesses and organisations. An example is the CBI's partnership with Ricoh which has been in place for several years.

John Cridland, Director-General at the CBI, says, "Business models are being transformed. The role of technology is changing the nature of the customer-supplier relationship, so the reality is businesses are going through more change. But there is also pressure especially on the cost base. And one thing I am sure of is more strategic partnerships. Less monolithic companies and more companies working as coalitions of the willing and the Ricoh-CBI partnership is a strategic partnership."

When the CBI was looking at how it could improve its working environment, it was particularly interested in Ricoh's collaborative technology and some of the innovative things that Ricoh was doing for its own work environment.

### Solution

The CBI has used a Ricoh Workplace Service to help it develop a more open and collaborative work environment supported by Ricoh technology. Ricoh provided the CBI with consultancy on how it could configure its new HQ office to maximise productivity and collaboration. One of the catalysts for change was a visit by the CBI to Ricoh's HQ office in Northampton where Ricoh has transformed the way it works.

The CBI is also using Ricoh collaborative technology. This includes Ricoh interactive whiteboards (IWBs) with Microsoft Skype for Business for better communication. Two Ricoh IWBs have been installed at Cannon Place with plans to deploy more IWBs in other offices. A Ricoh Managed Print Service (MPS) - comprising new Ricoh Multifunction Products (MFPs) with Equitrac and @Remote print management applications - has been design to fit in with the new work environment. The office has central print and document stations close to where staff work, but using fewer devices than before.

The CBI has completed the new workplace at its London HQ and is now rolling out the solution to other regional UK locations. Phillips says, "Our work with Ricoh is all about giving people the tools to collaborate. It means we can take someone in Glasgow and give them the virtual feeling they are in head office, gluing people together to allow them to work instantly."

### Benefits

The CBI has transformed its working environment at Cannon Place by replacing a traditional, small-office based set up with large, bright open-plan areas incorporating flexible

*continued overleaf*

## Case Study The CBI

workstations and meeting areas which foster knowledge sharing and collaborative working.

To complement this new workplace, the Ricoh MPS has enabled print and document management services to be located in central hubs which are more accessible and easier for staff to use. This has improved efficiency, but still reduced the number of print devices needed by 30 percent without compromising productivity.

Better quality document print and processing facilities are closer to more staff. Equitrac software increases flexibility since it has allowed the CBI to implement Follow Me print so that staff can print from any device around the organisation.

As well as improving presentations with a number of innovative interactive functions, the Ricoh IWBs act as a key part of the CBI's strategy to improve collaboration. They have robust security capabilities, but also make it much easier to hold inter-office meetings and improve communication and collaboration with CBI customers and partners.

Creating a sustainable, low carbon work environment is also a key business objective for the CBI and the Ricoh MPS gives the CBI more control over the way print is used. Follow Me printing virtually eliminates wasted paper from unwanted print outs. Equitrac manages print services centrally so that best practice policies - like mono and duplex printing - can

be applied to all devices. These features help to make print more secure, reduce paper waste and improve sustainability. @Remote is used by Ricoh to remotely manage devices, monitoring energy use and carbon footprint and identifying issues before they cause an outage or supplying consumables before they run out.

"The CBI has moved into fabulous new, highly professional, highly modern offices which have given us the opportunity to liberate the capabilities of the CBI to produce a new way of working, of operating and of using technology. But only if we have the partners to help us with that re-visioning. We're good at lobbying; we're not good at what Ricoh is good at. Ricoh, working with the CBI, has done something remarkable here," says Cridland.

### Ricoh Solution/Products

- Workplace re-design consultancy
- Ricoh Interactive Whiteboards
- Ricoh Multifunction Products
- Equitrac
- Ricoh @Remote

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John Cridland, Director-General, CBI

