



**CASE STUDY:**  
As customers increasingly demand smarter, more efficient solutions, Officeology business services help customers enhance cost savings, efficiency and productivity



## EXECUTIVE SUMMARY

**Name:** Officeology

**Location:** London, UK

**Size:** 20 + staff

**Activity:** Business & workplace solutions

### Challenges

- Meeting customer demand for business innovation
- Broadening the service portfolio
- Expanding into new markets

### Solution

- Document management services using DocuWare
- Strategic partnership with Ricoh

### Benefits

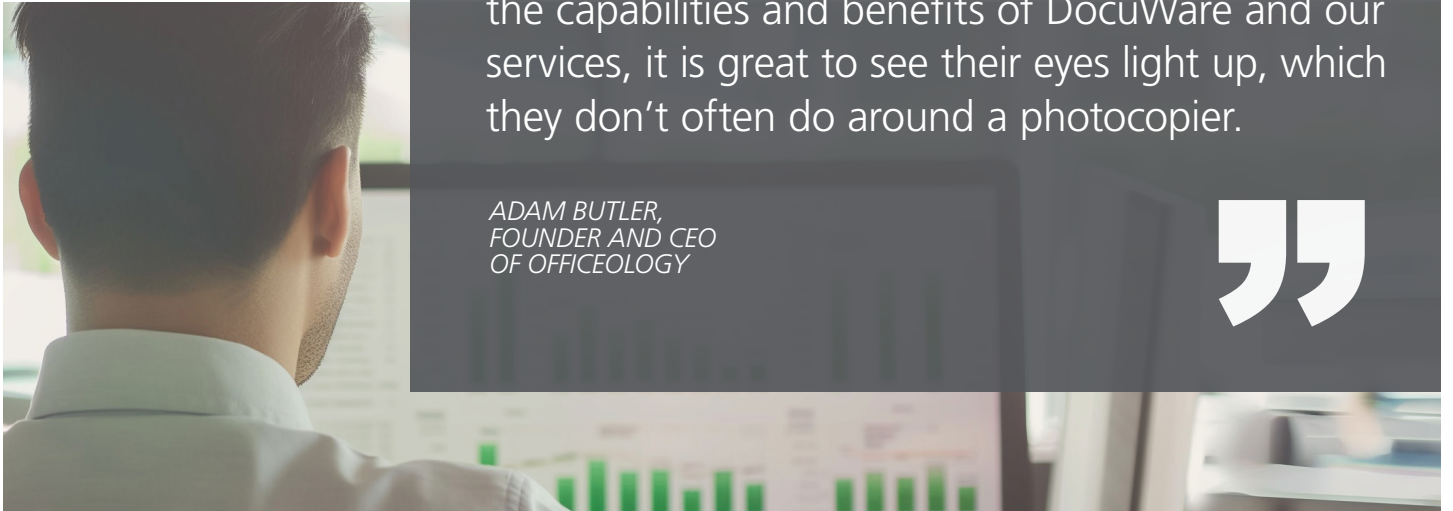
- Transforms business process efficiency
- Drives smarter working and enhanced productivity
- Delivers end-to-end document management solutions
- Implements complex applications in days, not weeks
- Saves one business over £250k annually
- Achieves a 98% customer retention rate
- Opens new market opportunities

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Being able to offer a solution like DocuWare is important in growing and developing our client relationships. Customers now expect innovation and new technologies like AI and data analysis to improve how they drive business efficiency. When we meet with customers and show them the capabilities and benefits of DocuWare and our services, it is great to see their eyes light up, which they don't often do around a photocopier.

ADAM BUTLER,  
FOUNDER AND CEO  
OF OFFICEOLOGY

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Leading workplace solutions provider, **Officeology**, has solidified its position as Ricoh's trusted partner by delivering a comprehensive document management service focused on DocuWare, backed by their in-house expertise and a strong collaborative relationship with Ricoh. As a Silver Partner for selling DocuWare, Officeology has consistently demonstrated its capability to help customers save money, enhance efficiency, and drive productivity. This partnership has significantly expanded Officeology's service portfolio, unlocking new markets and business opportunities.

## CHALLENGES

When accountancy firm Thickbroom was asked by one of its clients to sort out the challenge of slow, manual and error-prone invoicing it turned to business and workplace services provider, Officeology. The solution, a DocuWare document management application, enabled Thickbroom and its client to transform invoicing operations saving time, money and driving up efficiency.

This project underscores Officeology's ability to deliver impactful workplace solutions. Based in Central London, Officeology provides a wide array of products and services, ranging from print and mailing solutions to document

management and business software. They serve a diverse client base, including notable brands such as Toyota, H&M, Lush, Sony, and KFC, and are actively expanding into new global markets.

As customers increasingly demand smarter, more efficient solutions, Officeology has positioned itself at the forefront of workplace innovation. By enhancing traditional office and print equipment with intelligent solutions, they help organisations achieve operational excellence and revenue growth.



## SOLUTION

Officeology's strategic partnership with Ricoh has been instrumental in expanding its service offering to include DocuWare. This advanced document management solution automates workflows, enabling businesses to electronically manage and share documents across functions like accounts, HR, IT, facilities, operations, and logistics. Whether deployed on-premises or in the cloud, DocuWare enhances efficiency, responsiveness, and security for organisations of all sizes.

Adam Butler, founder and CEO of Officeology, said: "Being able to offer a solution like DocuWare is important in growing and developing our client relationships. Customers now expect innovation and new technologies like AI and data analysis to improve how they drive business efficiency. When we meet with customers and show them the capabilities

and benefits of DocuWare and our services, it is great to see their eyes light up, which they don't often do around a photocopier,"

To support DocuWare implementations, Officeology has built a dedicated, in-house team, with Ricoh providing additional technical expertise. This collaboration enables Officeology to deliver end-to-end solutions—from consultation and design to implementation and integration—while offering ancillary services like document scanning and printing.



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## BENEFITS

One of Officeology’s differentiators is its approach to selling solutions to customers. Long before any income, Officeology invests a lot of time and effort getting to know the customer, understanding their challenges and how solutions like DocuWare can integrate into the existing environment to enhance, rather than disrupt, systems and processes.

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As a Ricoh Silver Partner, Officeology consistently delivers exceptional results by combining its close, personalised service with Ricoh’s global expertise. The partnership equips Officeology with access to Ricoh’s extensive resources, training, and technology roadmap, enabling them to provide cutting-edge solutions to their clients.

Speed to market, supported by Ricoh expertise, means Officeology can deploy a complex document management solution like DocuWare in days, significantly accelerating the typical implementation timeline.



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## CUSTOMER SUCCESS: THICKBROOM

A standout example of Officeology's impact is their work with Thickbroom, a Hertfordshire-based chartered accountant. Thickbroom used DocuWare to streamline its invoicing operations for Nellsar, a provider of specialist dementia care services. The result was over £100,000 in annual savings, faster processes, and more reliable financial operations. DocuWare also reduced manual workloads, enabling smarter, more efficient working for Thickbroom's client.

### Solutions / Products

- DocuWare

## ABOUT RICOH

Ricoh is a leading provider of integrated digital services and print and imaging solutions designed to support digital transformation of workplaces, workspaces and optimise business performance.

Headquartered in Tokyo, Ricoh's global operation reaches customers in approximately 200 countries and regions, supported by cultivated knowledge, technologies, and organisational capabilities nurtured over its 85-year history.

In the financial year ended March 2024, Ricoh Group had worldwide sales of 2,348 billion yen (approx. 15.5 billion USD).

It is Ricoh's mission and vision to empower individuals to find Fulfilment through Work by understanding and transforming how people work so we can unleash their potential and creativity to realise a sustainable future.

For further information, please visit [www.ricoh.co.uk](http://www.ricoh.co.uk)

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