



CASE STUDY:



The CBI partners with Ricoh to create state of the art, high-productivity workspace



The CBI works with Ricoh to deploy innovative digital tools that enhance the workplace, improve member services, and ensure employee safety during the COVID-19 pandemic.

COMPANY & CHALLENGE

Headquartered in London, the Confederation for British Industry (CBI) is a not-for-profit membership organisation that provides advocacy, training, support, and information services to 190,000 private sector businesses, which employ seven million people. Founded in 1965, the CBI reported total income of £25.5 million in 2019 and delivered the highest-profile business conference in the UK, with more than one million Twitter impressions.

Through good times and bad, the CBI is on hand to support British businesses. The organisation provides a voice for the private sector on the national and world levels, and distributes business intelligence that helps members to

identify opportunities, minimize risks, and build a brighter future. Amid the uncertainties of Brexit and the COVID-19 pandemic, the CBI's role has never been more significant.

As the organisation strives to find smarter ways to negotiate today's choppy economic waters, a move to a new London headquarters provided an opportunity to demonstrate fresh thinking. With technology transforming the business landscape, the CBI looked to set an example as a digital innovator by using cutting-edge tools to drive workplace efficiency and deliver greater value to members.



OBJECTIVES

The CBI formulated plans for a state-of-the-art, connected workspace for its new offices at Cannon Place in the heart of London. Streamlined digital workflows and data analytics would replace traditional processes, helping the organisation to make the most efficient and cost-effective use of its space, and empower employees and visiting members to work more productively and collaboratively.

The proposals included a comprehensive review of how the CBI completed its industry market surveys, one of the CBI's most high-profile activities. The organisation was using a collection of off-the-shelf solutions to gather information, relying on manual intervention to collate and process data. The CBI team was keen to find better ways to run their surveys, taking advantage of digital technologies to accelerate production and reduce costs.



We have enjoyed a long and fruitful relationship with Ricoh stretching back decades. Early in the selection process, we visited the Ricoh UK offices in Northampton and were hugely impressed with the digital solutions and modern working processes on show. We knew that we were talking to the experts in workspace transformation.

David Peters, Head of IT, the CBI





Working with Ricoh is a truly collaborative process, where we have the opportunity to influence the long-term solution roadmap. Where most software vendors simply offer a one-size-fits-all approach, Ricoh engages with us to respond to our unique challenges.”

David Peters, Head of IT, the CBI



Adding to the mix, the onset of COVID-19 in 2020 gave added impetus to the CBI's digitisation initiatives. Member organisations looked for in-depth industry news and insights more than ever to guide them through the crisis. Meanwhile, as pandemic lockdown restrictions eased and employees started using the new office, the CBI aimed to implement a return-to-work strategy that would reduce the risk of infections.

SOLUTIONS

With such wide-ranging objectives, the CBI looked for a partner that could provide expertise in business process optimisation and a portfolio of digital solutions to turn concepts into reality. After an initial consultation, the CBI engaged Ricoh to lead the project, and began by implementing Ricoh managed print solutions.

To modernise its market survey tools, the CBI worked alongside the Ricoh software team to develop a customised platform for gathering and analysing the data, and presenting the results. Since the initial deployment, Ricoh has continued to enhance the solution capabilities based on user feedback, and the CBI is phasing out its previous solutions in favour of the integrated platform from Ricoh.

More recently, the CBI deployed the RICOH Spaces solution to facilitate employees' return-to-work at Cannon Place. The organisation is using a centralised digital desk booking system to manage when and where employees can work within the site. When employees request a desk at a specific time, the CBI assigns an available, cleaned workspace, and ensures that the surrounding area is vacant to comply with social distancing guidelines.

BENEFITS

Working with Ricoh, the CBI is operating at the forefront of digital innovation. As well as providing a safe return to work, the CBI will be able to add further functionality from the Ricoh Spaces toolkit to enhance the working environment for employees and members alike at Cannon Place, and at regional sites across the UK. For example, the CBI is currently investigating the potential of adding solutions for meeting room bookings to aid collaborative working, and sensors to gain real-time data about desk and office usage.

The RICOH Spaces solution provides integrated Microsoft Power BI tools to track usage of desks and meeting rooms, which will help the CBI to ensure that office space is used as efficiently as possible, while data analytics will enable the CBI to make smarter decisions about physical office layout and design.

For CBI members, the capabilities provided by the new market survey tool will help to provide deeper insights into current economic and business conditions. Once more, the CBI will harness Microsoft Power BI to analyse survey results on a granular level, and to prepare dashboards and interactive reports. In turn, these insights will offer CBI members with the guidance they need to tackle market challenges and build a more sustainable future.

“Transforming our workplaces will be a long journey with many hurdles to overcome. So far, our work with Ricoh has been hugely successful, and we are confident that they will deliver the expertise and solutions we need to set the standard for digital business within the UK.”

David Peters, Head of IT, the CBI



ABOUT RICOH

Ricoh is empowering digital workplaces using innovative technologies and services enabling individuals to work smarter. For more than 80 years, Ricoh has been driving innovation and is a leading provider of document management solutions, IT services, communication services, commercial and industrial printing, digital cameras, and industrial systems.

Headquartered in Tokyo, Ricoh Group operates in approximately 200 countries and regions. In the financial year ended March 2020, Ricoh Group had worldwide sales of 19.06 billion USD.

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