

Case Study

The CBI Partners with Ricoh to Create State-of-the-Art, High-Productivity Workspace



An Overview

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.

About the Confederation for British Industry (CBI)

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 a 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.



The Challenge

Striving to drive workplace efficiency with cutting-edge tools

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, minimise 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.



The Objectives

Empowering employees with connected workspaces

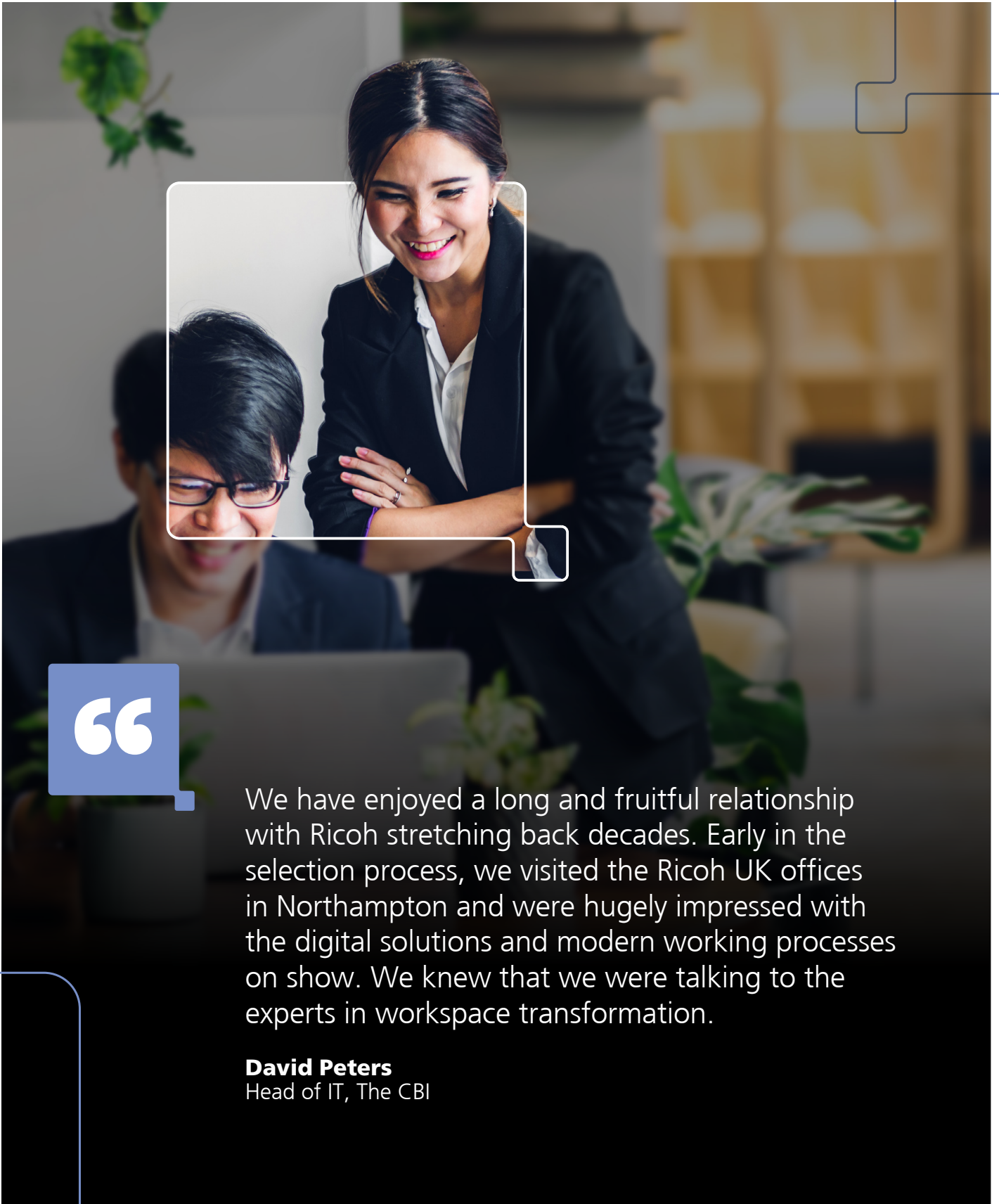
The CBI formulated plans for a state-of-the-art, connected workspace for its new offices at Cannon Place in the heart of London. Streamlined digital workflows and data analytics would replace traditional processes, helping the organisation to make the most efficient and cost-effective use of its space,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

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.





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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

The Solutions

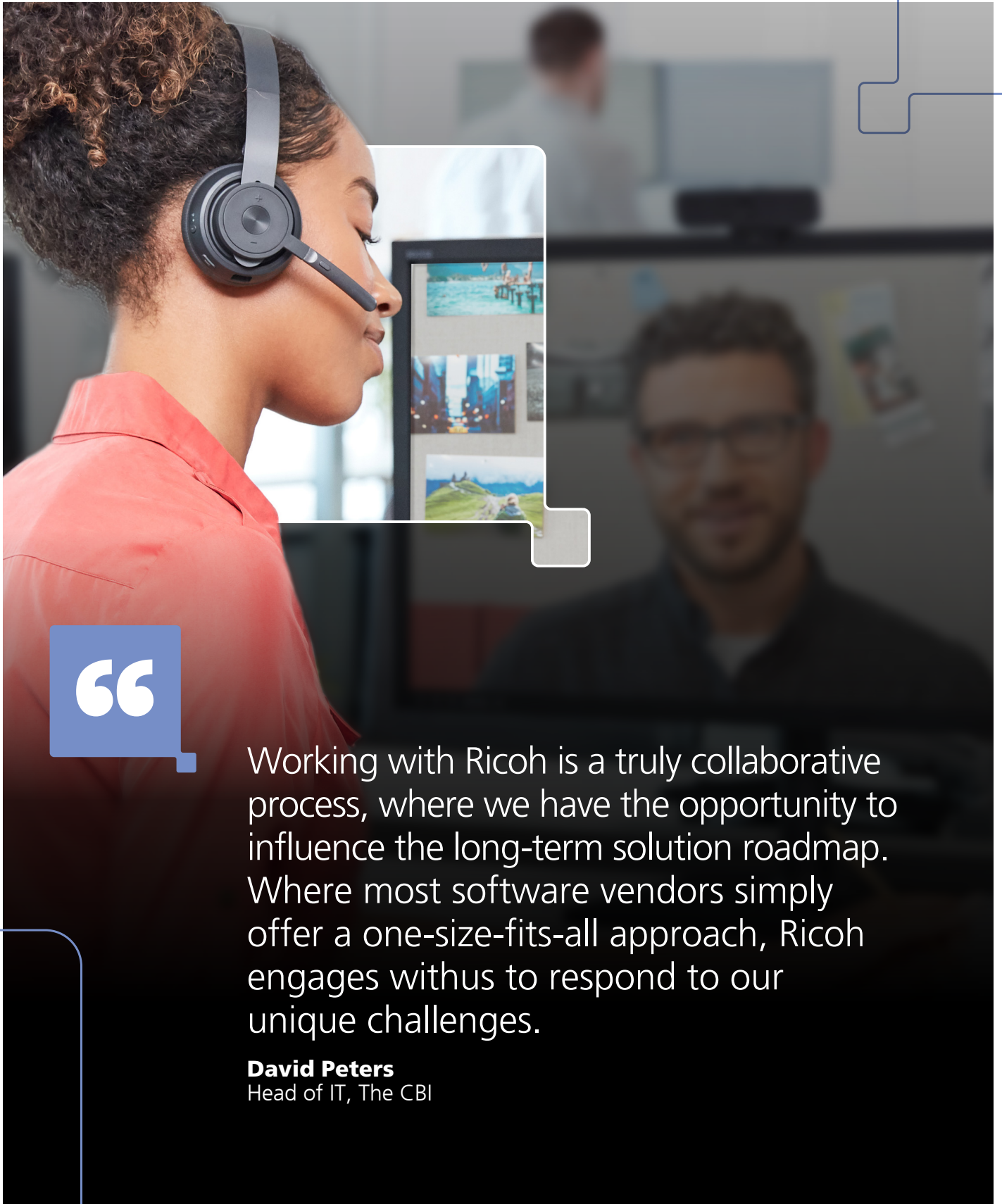
Dynamic digital workplace solutions with RICOH Spaces

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 uses 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.





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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

The Benefits

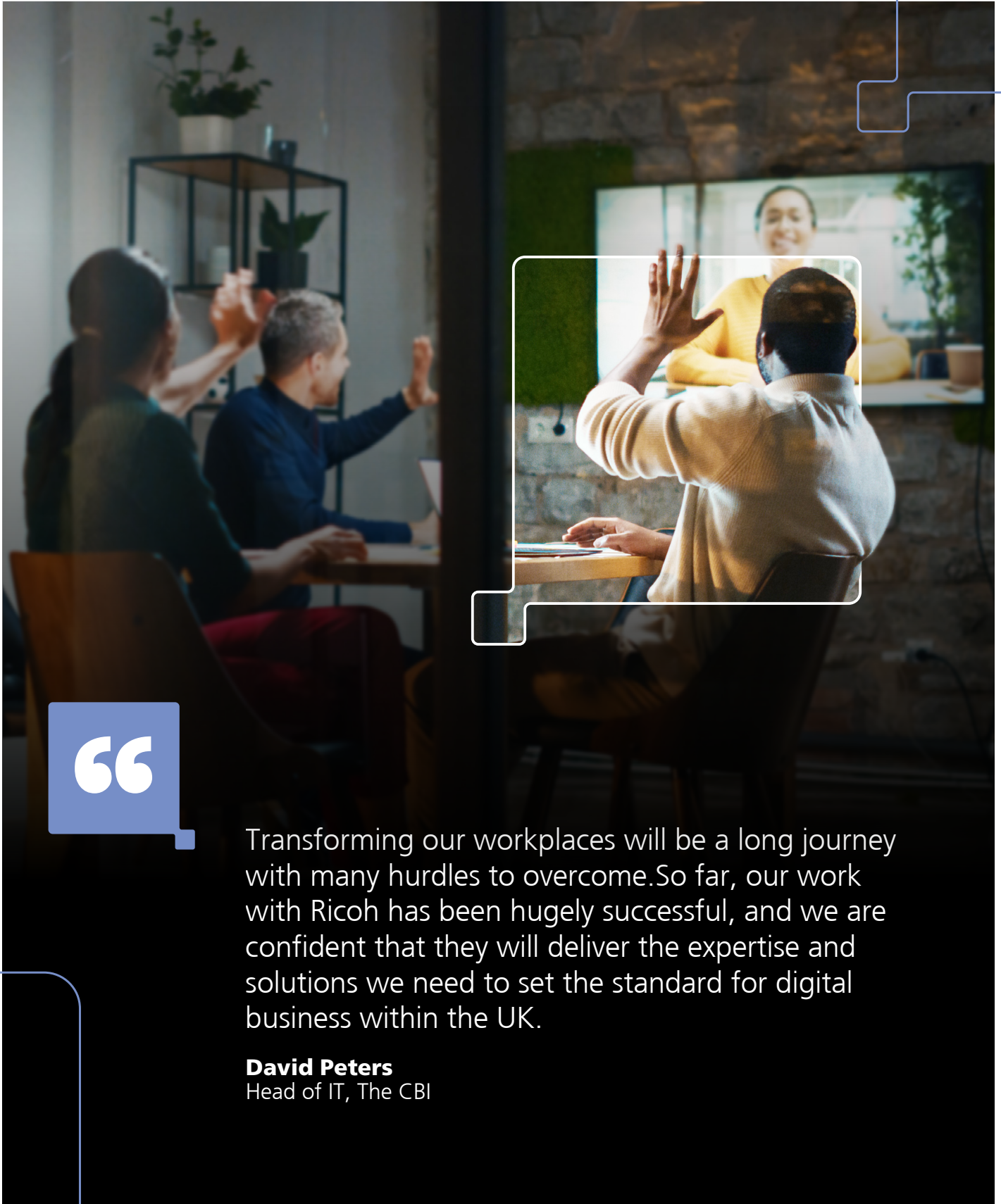
Leading the charge on digital innovation

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 prepare dashboards and interactive reports. In turn, these insights will offer CBI members the guidance they need to tackle market challenges and build a more sustainable future.





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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

Connecting people,
processes and technology.
So you can Focus on Forward.

Since 1936, Ricoh has continuously created new ways of working—leading the way in digital transformation, sustainability, and innovative thought leadership. Today, those innovations continue to create value and spread from offices to workplaces across numerous industries, frontlines, and society.

We bring people, processes, and technology together to simplify complexity, clarify direction, tackle obstacles, embrace diversity, and help our customers uncover opportunity.

1Empowering workplaces since **1936****2**Empowering over **80,000** employees worldwide***3**Serving **87,331** customers in APAC***4**Over **40,000** patents acquired worldwide**5**Global presence in over **200 countries***

* As of March 31, 2022



For further information, please visit [ricoh.com.hk](https://www.ricoh.com.hk)

Ready to Explore How RICOH Spaces Can Help Your Transition to a Hybrid Workplace?

Talk to our expert. Learn how we can help you create better work experiences with seamless connectivity and collaboration across teams, workspaces, and locations.



Let's connect!

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