



A beautiful journey

Beiersdorf

Company Name
Beiersdorf

Industry
Cosmetics

Founded
1882

Location
Hellas (HQ Germany)

Services
Personal Care

Website
www.beiersdorf.com

Relationship with Canon
3 years

Objective

To simplify and modernise Beiersdorf's document and information management systems to transform business operations

Challenges

- Decentralised print system
- Ineffective control of costs
- Lack of accessibility and need for traceability
- Security and efficiency slack within an audit-heavy environment

Approach

Phase 1:

- Managed Print Services were implemented

Phase 2:

- A selection of Managed Document Services workflows to address specific business requirements

The Canon Solution

- Managed Print Services first, followed by Managed Document Services

Results



A current financial saving of 35% on print costs



Electricity levels have dramatically reduced by 25% under new print system



Security improvements with confidential data workflows



Improved efficiency and communication across departments

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It's more than a time-saver, it has transformed the way that we work.

Papanikolaou Zina, Marketing
Professional at Beiersdorf Greece.

Canon



Beiersdorf is considered to be the inventor of modern skin care. Its international success – with more than 16,500 employees and 150 affiliates worldwide – is founded upon a vision to be number one in skin care in its relevant markets and categories. It already boasts strong brands in all the relevant skin care categories, including NIVEA, in the mass market.

Behind every successful company lies a clear goal and strategy. Beiersdorf's corporate compass, the 'Blue Agenda', is focused on strengthening its brands, increasing innovation, expanding its presence in emerging markets, and developing its dedicated employees.

It's a strategy that filters down to all countries, teams and employees, and Beiersdorf Greece is no exception. Its forward-thinking CIO, John Sofianidis, has applied this strategy to the way the business operates in Greece. His IT team's futuristic goal is to use technology to deliver "maximum focus, speed and efficiency" and approach a paperless working environment.

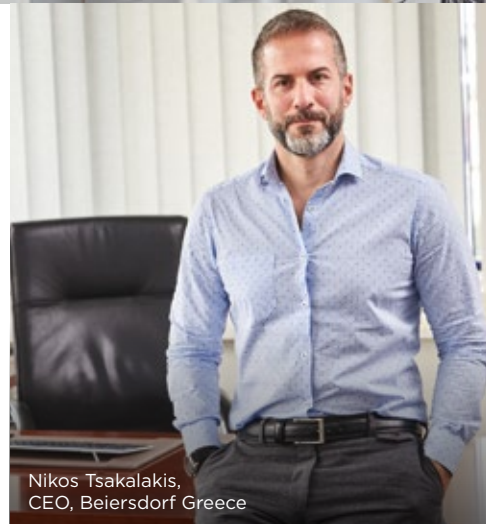
"We have a clear view on how things should operate, and the role of the IT function," says Mr Sofianidis:

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Our IT team works closely with individual departments to understand specific issues and inefficiencies, so we can better support them with the right technologies.

The team identified that an inordinate amount of time was wasted on manual document processes, across the organisation. Avoidable scenarios, where information was being bottlenecked, had become commonplace.

Mr Sofianidis' team undertook a major IT project to simplify and modernise the fragmented way documents and information were handled within Beiersdorf Greece.



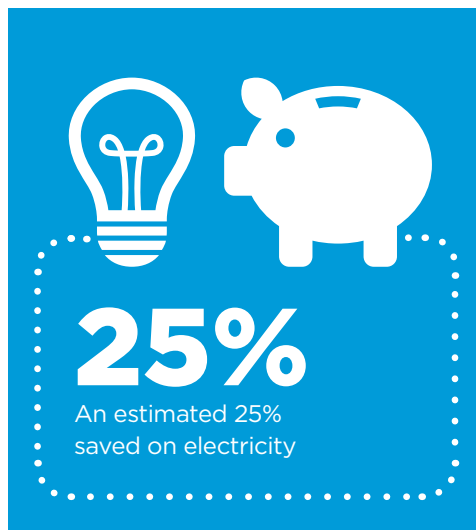
Nikos Tsakalakis,
CEO, Beiersdorf Greece



A current financial saving of

35%

on print costs



John Sofianidis,
CIO, Beiersdorf Greece

The journey begins with print

Printed documents are essential to the way the departments operate at Beiersdorf Greece. However, a fragmented fleet of printers presented a number of obstructive business challenges. Endless breakdowns and errors presented a cost to the business; both in the way that operations were interrupted and as a daily drain on the IT team's time.

Inefficient use of paper and electricity also threatened the company's commitment to act sustainably and reduce its environmental footprint. Unmanaged printing left piles of uncollected documents freely available, risking information security within the office.

The size of the challenge was significant. Mr Sofianidis comments:

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Our research quickly identified that employee frustration was the single most important issue we faced. Our staff wanted to focus on delivering their work, not on failed printing.

Canon CEE Premier Partner Intersys, supported by the Canon CEE and Canon Greece teams, worked very closely with Beiersdorf Greece to launch the project — first by an official review and data analysis, and then through conducting user interviews with employees. The team agreed that a customised Managed Print Service (MPS) would address the problems faced by Beiersdorf Greece. In addition, a new output management and user ID system ensured that all documents could be delivered securely and confidential documents remained secure.

The new service was demonstrated to groups of employees and was supported by interactive Q&As. Overnight, the centralised print solution was implemented across the office.

The new print service provides the IT team with a full and accurate dashboard to track all costs and calculate an accurate return on investment. To date, the solution has saved Beiersdorf 35 per cent on direct print costs and an impressive 25 per cent on electricity. Using this insight, Mr Sofianidis was able to report the project's success to the board and secure backing for the second phase.

From print to information management

Mr Sofianidis continues, “Following the success of the MPS phase, we were certain that we were headed in the right direction. We were already aware of 86 specific manual approvals processes that directly affected the way we work and support our customers. Working closely with Intersys and Canon, we then set about transforming these inefficiencies.”

Traditional manual processes complicated orders and delayed feedback. Essentially, too much time was spent ‘ticking lists’ and chasing colleagues for updates.

“The Shopper and Customer Marketing Department team is a good example of how the operational challenges affected various sections of the workforce.” says Mr Sofianidis.

“By managing promotional voucher processing across the office and warehouse teams manually, communication was disjointed and subject to unnecessary delays.”

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As we progressed conversations, we saw the opportunity to optimise these processes using a Managed Document Service (MDS).



After a full consultation across the various departments and a 'proof of concept' demonstration from the Intersys, Canon Greece and Canon CEE teams, seven bespoke workflows were developed for different departments, including: early payments and travel requests for admin and accounts; commercial policy and returns for the sales department; and promo activation approval, coupon redemption, free goods and deliveries for the shopper and customer marketing department.

With those core processes streamlined and quickened, the impact of the automated workflows was immediately felt. Time has been handed back to employees, staff were assured that they were working securely, and the saving on paper was beyond the IT team's project expectations.

The optimisation of internal processes has also strengthened traceability; a key requirement for Beiersdorf. The company conducts regular annual audits which, under the previous system with unmanaged archives, were challenging for users because of excessive levels of paper and various storage locations. Now, every workflow records every single action – ready for the local compliance manager to review.

"The new workflows simply make our daily jobs easier. We trust that the information we share is stored securely with just one click – there's no more trawling through archives to find a document or report. It's more than a time-saver, it has transformed the way that we work," says Papanikolaou Zina, Marketing Professional at Beiersdorf Greece.

Where next?

While the project is still in its infancy, Mr Sofianidis and the team is already targeting the next opportunity. New departments are approaching the IT team and asking for support based on the success of the first two phases of the Canon partnership, and a further 14 automated workflows are already planned for the near future.

Beiersdorf Greece's IT team has taken the business on a journey of modernisation. It has delivered a more agile and responsive way of working across the organisation, supported by Intersys and Canon.



7 TAILORED WORKFLOWS

with an extra 14 planned

Discover more

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English Edition 0147W156
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