



SCALING WITH SUSTAINABILITY

Sustainably powering Carbon's digital workplace offering

CHALLENGES

- Reducing time-consuming manual workloads to improve operational efficiency
- Strengthening information security through robust document management
- Driving the use of sustainable technology
- Providing clients with best-in-class managed print and digital services
- Selecting the right technology partner to support business growth

APPROACH

In 2019, when digital workplace specialists Carbon started out, the team had one simple aim: to make work easy for its customers.

Carbon was seeking a technology partner it could rely on to meet customer needs, locally, nationally and internationally. Owing to a shared vision of harnessing innovative and sustainable technology, Carbon chose industry leader Canon as its strategic partner to support these ambitions.

As the business grew, Carbon, like its customers, needed to achieve simplicity for its own business, and implemented Canon technology, with demonstrable rewards.

ORGANISATION:

Carbon Group

INDUSTRY:

IT Services
and IT
Consulting

FOUNDED:

20 October 2019

LOCATION:

Aberdeen, Grangemouth
and Newcastle

WEBSITE:

carbon-group.co.uk/

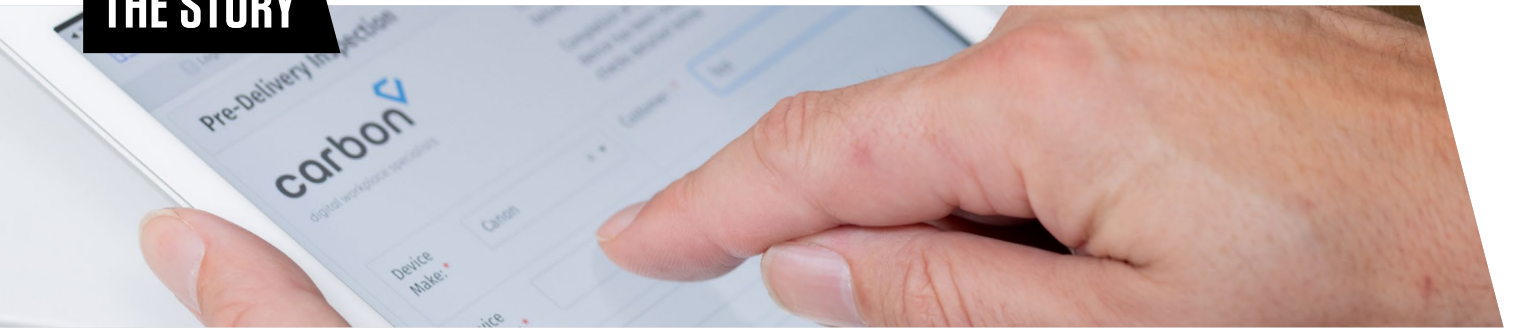
RELATIONSHIP WITH CANON:

Started using Canon's solutions
in May 2024 (currently Platinum
Partner) Began 2022

RESULTS

- **Faster installations:** halved client installation time from 10 to 5 days
- **Increased sales:** doubled machine installations from 600 machines a year to 1152
- **Enhanced credibility:** achieved both ISO90001 and ISO14001 accreditations
- **Enriched reputation** through association with Canon's industry leading portfolio
- **Strengthened security:** implemented proactive document controls via zero-trust setups
- **Reduced downtime:** quicker response to service calls by streamlining workflows
- **Significant business growth:** on track to exceed £3 million turnover in the fifth year of business
- **Business Expansion:** opened two new offices in 2024 and increased team size from 14 to 20 staff
- **Elevated Status:** Became a proud Canon Platinum Workspace Partner in 2024

THE STORY



2024 was a huge year of growth and celebration for Digital Transformation Specialists, Carbon, who offer managed print and digital services to a wide range of industries. Not only were the team able to

expand their business with two new offices in the North and Central Belt of Scotland; they also gained a more high-profile status achieving Canon's Platinum Partner status.

“ Canon have assisted us on our journey to becoming the go-to team for digital workplace needs. Providing invaluable support along the way.

RYAN GREEN, DIGITAL SERVICES DIRECTOR, CARBON GROUP

MOVING MOUNTAINS TOGETHER

Over the last few years, as Carbon's business has grown, so has the demand for increased quality and reduced service lead times. Carbon decided to take a fresh look at new printing technologies. And after partnering with Canon, it didn't take long for staff to see real value and results, both for their own business and their customers'.

Carbon installed Canon solutions in-house first. The imageRUNNER Advance series – printers with cloud connectivity and smart digital workflows – significantly cut down manual data entry and admin tasks.

Carbon instantly harnessed the power of uniFLOW Online – a secure, cloud-based print management solution that removes the need to invest in and manage local print servers. The increased security that comes with uniFLOW Online and its unique functionality in micro segmented Zero Trust environments is particularly important, since many of Carbon's wide range of customers handle sensitive data – from oil and gas companies to legal services, education organisations and more.

Working with Canon's Service Development Specialist, Carbon digitised its pre-delivery inspection processes and automatic updates with Canon's Pdi Tool. The jump in efficiency has allowed the Carbon team to speed up services for their customers – installing devices in less than a week instead of 10 days. Service response times have also massively reduced, going down from around three weeks to just seven days.

Carbon also onboarded Canon's eMaintenance solution and eMOptimiser – a service tool which proactively monitors devices, provides predictive analytics, and automatically replenishes consumables – and fully integrated this with Vantage service management system to ensure field service technicians arrive on site with the correct parts to complete the fix first time.



“ It was important for us to demonstrate to our clients that we not only offer these solutions, but also implement them within our own operations. We are confident these technologies are the best available, making them ideal for market introduction. The association with a well established and trusted brand in Canon, also further enhances credibility.

RYAN GREEN, DIGITAL SERVICES DIRECTOR, CARBON GROUP

SCALING WITH SIMPLICITY

The company saw a huge increase in productivity levels following the integration of Therefore™ – an information management software for workflow automation.

Therefore™ enabled Carbon to achieve operational efficiency and scale its business quickly to serve more customers and improve their customer service levels. This has allowed them to install over 1152 devices in the past year – that’s double the previous year, without the need for additional administrative resource.

But that’s not all. These new efficiencies have enabled Carbon to open a second distribution centre, as mounting sales keep staff busy. With Therefore™ part of the portfolio, the team is now able to offer more bespoke delivery and consultation services. All while managing the end-to-end process of supplying equipment, installing it and providing ongoing servicing – resulting in peace of mind for their customers. For instance, the Carbon team helped one university streamline fault-logging for printers by customising the workflow. So, students can now anonymously log a call from a QR on the device and the form is automatically filled in before being sent to the right service team, seamlessly.

KEEPING SUSTAINABILITY IN FOCUS

Carbon has an ongoing commitment to increasing the circular economy in the world of Print & Digital Services. When initially looking for a partner, it was essential that the chosen partner held the same values around helping businesses reduce their carbon footprint. Thankfully, it's a goal that Canon shares. Determined to lead the way in sustainability, Carbon focuses their approach on advising customers on the most practical, sustainable changes they can make to their technology with a sustainability report that includes recommendations.

To add value, Carbon also provides daily reports on energy spend with forecasting figures and draws attention to certified remanufactured devices to help end-customers to reduce waste. With automated processes in place, there's less travel needed for repairs or toner refills too. This all helps Carbon's customers make environmentally conscious decisions with technology they can rely on.

Carbon's use of Canon's sustainable technology and practices has helped the team gain ISO 14001 certification – the international framework that recognises improved environmental performance, as well as ISO 19001 certification for quality management.

With Canon's vision to drive mutual growth and success with its partners, Carbon is now reaping the benefits of boosted sales, automated processes and higher security. This means the team can offer this level of streamlined efficiency to their customers, while continuing to grow the business with sustainability firmly at the forefront of its operations.



THE CANON SOLUTION

- Canon imageRUNNER Advanced devices, uniFLOW online, Therefore™, eMaintenance and eMaintenance Optimiser (integrated with Vantage), and Pdi Tool

Get in touch to find out how Canon can support your business needs
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Canon