



# VERTU

## Case Study: Vertu

Cost reduction and control with Canon Innovation  
*Ian Robinson - Chief Information Officer, Vertu.*

**“Given the critical role that print and scanning security play in our business, knowing that it is in trusted hands is extremely important to me.”**

*Ian Robinson, Chief Information Officer, Vertu*



*Genesis MD, Nick Clitheroe (l) talking to Ian Robinson(r).*

### ● The Opportunity

Under our previous owners Vertu was a small part of a global copier contract; we had no proactive account management, reporting or preventative maintenance in place. At the same time we also had an ageing inventory. A change of ownership of Vertu, in 2012, presented an opportunity for us to establish control through our own managed print service (MPS) and implement an independent copy, scan and print infrastructure tailored to our requirements.

### ● The Solution

After a thorough tender process we opted to appoint Genesis as our new partner. Their promise of a personalised MPS and 25% annual cost reduction was very compelling and they have not let us down. Since their appointment, we have seen a reduction in our inventory from 45 ageing Xerox printers to 22 new Canon multi-functional devices. In addition, they have increased security and decreased wastage by installing Uniflow™, Canon's secure release print and reporting software.

### ● The Result

Peace of mind. Having such a trusted and reliable team to manage our print, copy, scan and software requirements is very reassuring. Our dedicated Genesis engineer visits the Vertu office every month to perform maintenance checks. Quarterly management reviews ensure I maintain financial control as they provide complete visibility of our print costs, who is incurring them and where and what type of print is taking place.

## The Customer

Vertu is a manufacturer of luxury mobile phones. It employs about 500 staff at its headquarters, in Church Crookham. Vertu is available from around 500 stores, including 70 Vertu Boutiques, in 66 countries.

**Canon**  
Accredited Business Partner

**GENESIS**  
Managed Print Services