



Celtic Football Club



Celtic Football Club is a Scottish Football club, competing in the Scottish Premier League, which is the highest form of competition in Scotland. The club is based in the Parkhead area in the east end of Glasgow, although it has members worldwide.

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Digital Photocopiers & Print Management Software

“We were particularly impressed by Concept’s commitment to providing an entire solution, and that they took the time to make sure it was just what we needed, rather than just quoting us machine models and prices. It instantly set them apart from the competition.”

David McCallum (Former Head Of Facilities)
Celtic Football Club

The Challenge

Concept have had an established relationship with Celtic for a number of years, supplying around 80% of their multi-functional devices (MFDs) along with the Scanfile document management system in the Celtic ticket office. Rather uniquely though, the internal set-up was governed by a managed service provider, leading to Celtic having a wide array of different devices coupled with a huge number of network printers. The situation made it very difficult to monitor printing costs, or even keep control of basic operations like ordering the different toner for the different machines.

When Celtic parted company with their service provider in 2006 they found themselves in an ideal position to review all of the equipment and processes currently in place. A handful of companies were selected to compete for the Celtic contract, including Concept. The majority of suppliers were content to simply look at a list of the existing equipment in place and propose updated models of the same. Concept, however, adopted a different approach...



The Benefits

It was very much Concept’s consultative and unique approach that won them the chance to provide a solution for Celtic. Concept technical staff liaised with Celtic to ensure that the installation went as smoothly as possible.

As David Howell (IT Manager) points out, “The technical team was fantastic. They were able to time all aspects of the installation to ensure the least disruption possible. It was clear that they had handled this type of project before.”

The Concept solution at Celtic is proving a great success, with print volumes reduced and staff happier with their new printing environment. Relations between the two companies look to remain long and amicable.

The Solution

In order to fully appreciate the needs of the company, Concept visited the premises and carried out a detailed, yet unobtrusive survey. This included analysis of print volumes and cost through a remarkably complex system of local and network printers. Key staff members were interviewed regarding any issues they had with the current devices and also asked what functions they would like to see on any new equipment. Desirable features included:

Machines that were easy to use *throughout* the organization

Fast and secure printing for confidential documents

The ability to monitor and, if necessary, control colour output on the devices

The ability to assess printing trends in general to assist with adopting better print practice

‘Down-time’ of the machines to be an absolute minimum

A better way of dealing with the proliferation of incoming faxes

Concept was then able to present the complete solution, which addressed the concerns of the staff at every level of the business.

By installing a uniform Canon ‘smart colour’ device throughout the club, Concept instantly removed the users’ confusion at having different devices with different features in each area of the building. Initial training was arranged for all users and supported with training reference materials in both hard copy and Flash movie format.

The UniFLOW Secure Release function was seamlessly added to each machine thanks to the devices all being equipped with Canon’s MEAP technology (essentially a Java based platform allowing software products to be embedded directly onto the unit’s touch-screen). This allows Celtic staff to print to a centralised print server at the click of a mouse. Staff then identify themselves via PIN code at any machine they choose in order to release their print job, which has been held securely until this time.

UniFLOW print accounting now runs in the background, monitoring every print job sent to the machines. This granted the IT department their wish to control costs and ensure colour is used efficiently. Simple initiatives like introducing a double-sided policy can now be undertaken (and enforced), resulting in potentially significant reductions in printing and consumable costs.

To address the mundane, but nevertheless important issue of machines being out of order, Concept installed the e-maintenance system. Little more than a small box on the back of the devices, e-maintenance reports every incident on the machine to Concept’s technical experts. These reports are then analysed so that Concept engineers can perform pre-emptive maintenance on the machines thus avoiding problems occurring in the first place. Celtic simply receives an e-mail to explain a technician is already on the way to replace a part that is about to wear out on the machine. In larger organisations, the e-maintenance system can even be used for automatic ordering of toners.

The fax forwarding solution was quickly adopted as a means to prevent incoming faxes from going missing. All Celtic’s faxes are now electronically forwarded to a central location, where they can be distributed as required. There is no longer a need for paper faxes to exit the machines, making the office environment tidier and stamping out the nuisance of junk faxes. As an added benefit, Celtic staff can now send outgoing faxes directly from their computers, without the need to print out and then feed through a conventional fax machine

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