Canon

New intranet moves Canon into future

Now functional, fresh, and usable, the staff can easily share information

Industry: Manufacturing • Founded: 1937 • Employees: 197,673
Headquarters: Ota, Tokyo • canon.com

Canon is the world's leading imaging organization that actively inspires with imaginative ideas that enable people to connect, communicate and achieve more than they thought possible. With approximately $33 billion in global revenue, its parent company, Canon Inc. ranks third overall in U.S. patents granted in 2019 and was named one of Fortune Magazine's World's Most Admired Companies in 2020.

The Challenge

Canon's legacy intranet system was outdated and based on unsupported technology, putting Canon at risk of total system failure. Functions such as finding information, basic navigation, and ongoing maintenance were now pain points that were turning users off and, in some cases, deterring employees from using it all together. Other issues such as dysfunctional search and risks like information security became additional red flags that signaled a change was much needed.

The Sitecore Solution

With the help of web design agency, BlueArc, Canon sought out to deliver a completely redesigned intranet for its employees. The goal was to improve overall usability, accuracy of content and system stability. They wanted a solution that was designed to bring back the intranet's core functionality, with a design that was fit for purpose, fixed the outstanding issues (search and security), and improved usability and effectiveness.

As Sitecore was already successfully managing Canon's public facing website, selecting them to manage the intranet was easy. BlueArc wanted to ensure a simple upgrade path so they looked to use Sitecore as out of the box as possible. The team completed the project in two phases; first Core Intranet and then Applications that ran on the old intranet.

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– Kylie Church, *Manager of Corporate Communications, Canon*

The Outcome

Canon achieved all the goals that they originally outlined. The information architecture and presentation of content was improved. Stability and efficiency increased tenfold with the switch to current and supported technology. And most important, the upgrade brought employees back onto the intranet. It provided an engaging forum to bring Canon's brand to life and served as a powerful tool to locate and discover information easily.

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Next steps for the Canon Intranet is to make it mobile. With the sales team and technicians out on the road, this next phase is becoming increasingly important.

To learn more visit sitecore.com

Success Snapshot

- Integrations
  – Sharepoint 2010
  – Geo IP
  – Core Motives CRM-integration

bluearc

BlueArc is an award-winning independent digital agency with a proven record of delivering tailored Web Content Management, Ecommerce and Mobile solutions. Recognised for its deep technical expertise and ability to solve unique business challenges, BlueArc's digital strategy and services portfolio includes UX design and development for websites, mobile solutions and custom .Net applications.

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