

Success Story

Service Lyon Tourism Office



Canon Contacts

Product Manager

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Implementation

Spring 2011

The Lyon Tourism Office is responsible for promoting tourism in Lyon with both national and international campaigns. The office also manages the organization of city tours—which is precisely why they decided to implement an electronic document management system (DMS).

The team handling guided tour bookings includes five full-time employees, with two additional positions added during peak (summer) periods when demand is higher.

Identified Needs

The Greater Lyon Tourist Office wanted to significantly cut down on paper usage, shorten response times for customers, and streamline workflows to boost team productivity—especially for the guided tours department.

Project Lifecycle

When Canon got involved, the client was about to sign with another document management provider. However, Mr. El Yacoubi, the IT manager at the tourist office, met Canon's SBC (Gregory Herold), who quickly demonstrated that Therefore™ was a much better fit for their needs.

"The SBC's video presentations and live demos really impressed us and helped us picture what our document management system would look like once it was up and running." Mohammed El Yacoubi

In addition, Gregory conducted an audit that allowed the tourist office teams to review and improve their workflows. Therefore™ didn't just replace paper filing cabinets with electronic storage—it also swapped out the outdated folder structure for a smarter, criteria-based filing system.

"Gregory Herold, our SBC, was involved every step of the way—before, during, and even after the project. We also appreciated the change management support that helped our teams get comfortable with the new software." Mohammed El Yacoubi

"Today, this solution plays an essential role in how our teams work, and everyone is very happy with the document management system. In fact, we're even getting requests for more licenses from other staff members." Mohammed El Yacoubi

Guided Tour Processing Workflow After Implementing the DMS:

The guides' office receives requests for guided tours by email, each tagged with an order number. These requests are automatically sorted into a "to process" category in the DMS, making it easy to see all pending requests and handle them in the order they arrive.

Once processing begins, requests are moved into the appropriate categories (company quote/individual quote) to link them with a quote generated by the business software. Quotes are created in PDF format and automatically added to the DMS. The tourist office also installed a second screen so users can view both the business software and the DMS at the same time.

After the tours are completed, mission sheets are linked to the client's file using a barcode and filed

automatically in the "mission sheet return" section of the DMS. Finally, the invoice is generated.

Each client request number allows quick access to the complete file, no matter what stage it's at in the process.

Key Benefits Observed

"Canon's document management system offers a host of advantages. First off, it's easy to integrate—definitely not overly complicated. We quickly became self-sufficient in managing it." Mohammed El Yacoubi

The DMS helped us achieve major goals, like cutting down on paper usage and boosting productivity. In just six months, our paper volume dropped by two-thirds, and staff are much more focused on their work. No more running back and forth to hunt for documents in filing cabinets. Put simply, it's now much easier and faster to find information and respond to client requests.

Therefore™ is extremely user-friendly, which made it quick for our team to pick up and adapt. Its flexibility fit seamlessly into the guided tours office and addressed our specific challenges. Plus, each team member has been able to make it work for their own needs. To date, after six months, we've indexed 19,000 documents in the system.

Looking ahead with Canon's DMS, the tourism office is also considering expanding this solution to the convention bureau.

Installed Solution:

- Deployed on TSE
- Therefore™ Business Edition
- 5 named licenses
- 2 concurrent licenses
- 1 Content Connector module
- 1 Microsoft Exchange connector
- 1 Capture module

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