



AUTHORISED DOCUWARE PARTNER CASE STUDY

Officeology Ltd, United Kingdom

With DocuWare, Officeology made the leap from a paper-driven office equipment provider into a trusted specialist in digital solutions and consultancy. In multiple projects, the company demonstrated the tangible added value DocuWare delivers for Officeology customers.

"With the strong support of the DocuWare Partner Programme, we've been able to guide our customers through digital transformation from day one. DocuWare provides the platform, and Officeology brings it to life by deeply understanding how our customers operate and designing solutions that reduce risk, save time, and improve control. This approach delivers real value for our customers and strengthens our market position, opening up a future-proof business area for Officeology."

— Adam Buttler, Founder

Country
United Kingdom

Company type
**Office Equipment &
Workplace Solutions Provider**

Partner since
2022

Implementation
On-Premises | Cloud

Partner-Level
Silver

Successful projects (YTD 2025)
> 10

The business began life as a franchise in 2013, but several years later, Adam Butler suggested to the franchisor that they switch to a more traditional partner-reseller model.

Despite attractive margins, Adam realised early on that a paper-based office equipment model had no long-term future. He therefore expanded the portfolio to include additional office solutions such as hosted telephony and connectivity. Within just a few years, Officeology had grown into a comprehensive provider of equipment and workplace solutions with nationwide service and nearly 20 employees.

“We also evaluated other document management solutions. But while many systems require customers to adapt to the software, with DocuWare it’s the other way round. This flexibility won us over.”

Document management complements the product portfolio

Through Ricoh – Officeology’s long-standing partner for printing and copier solutions – Adam first encountered document management in 2022 and was immediately impressed by DocuWare. His enthusiasm quickly led to an initial customer project, which had to be implemented with external support due to the lack of certification. This project became a turning point: Officeology recognised how flexible DocuWare is and how reliably it resolves deep-seated, cross-industry challenges. Adam decided to build this expertise in-house, signed the DocuWare Partner Agreement and made the DMS business a strategic part of the company. A sales specialist and a service technician gained certification through the DocuWare Academy, while the wider sales team built up essential DocuWare knowledge



Adam Butler, Founder

through targeted online training. This enabled employees to identify potential opportunities, conduct initial consultations and forward qualified leads.

Consistent focus leads to success

The early phase was demanding. Together with DocuWare, Officeology developed a business plan and implemented the DMS solution internally. When approaching new prospects, the team focused on incoming invoice processing – one of DocuWare’s most proven and best-supported application scenarios. Thanks to the structured sales process and the materials provided, the team was able to address customer challenges precisely and clearly communicate DocuWare’s benefits. The effort paid off: within just a few months, Officeology secured three new customers with long-term cloud contracts.

“Entering the DMS business was a real shift: until then, we had only sold tangible products. Selling solutions required us to learn a great deal. That’s why the support we received from DocuWare through its proven partner model was so important in this early phase.”

“We achieve the best results when we tailor our live presentations closely to the customer’s actual processes, working with their own documents. We are convinced that personal communication is indispensable when it comes to closing a DMS project.”

Consulting expertise for solutions beyond the standard

One of these customers is CWG Choice, a British manufacturer of windows and doors. As with every project, Officeology first analysed the company’s specific challenges and identified that the key issue was improving legal compliance within the sales process. Before production, CWG Choice creates a bespoke order document containing all specifications, which was previously signed by end customers on paper. As changes were often made later in the process, the company faced a significant risk: which version was legally binding? And could this be proven beyond doubt in the event of a dispute? Officeology developed a tailor-made DocuWare solution, including the integration of a suitable third-party tool. The result was compelling: all order forms are

now created digitally, stored in DocuWare, automatically sent to customers, digitally signed using the integrated Validated ID solution and stored with accurate version control. This gives CWG Choice a complete audit trail and maximum legal compliance.

A trusted DocuWare Partner delivering consistent, high-quality results

Through projects like this, Officeology has strengthened its expertise in the platform and established itself as a trusted DocuWare Partner in the UK market. The combination of DocuWare’s technology and Officeology’s consultative delivery enables customers to realise value quickly and with confidence. For DocuWare, Officeology is a reliable partner that understands customer requirements and consistently delivers high-quality implementations. For Officeology, document management has become a predictable and strategic growth area built on long-term customer relationships rather than one-off sales. With its customer-centred approach, Officeology aims to extend the benefits of document management and workflow automation to more organisations across the UK, supporting their transition from paper-based processes to fully digital workflows.

Discover more: go.docuware.com/uk-partner

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