Client: Canva
Industry: Graphic Design Software
Location: Australia
Size: 3,500+ employees

Welcome Onboard! Mac Centre Provides Tailored Solution for Canva's New Hires

When Canva was struggling to onboard its new hires amid a period of rapid growth, Mac Centre's warehousing and order fulfilment solution provided the efficiency and seamless coordination it needed. This allowed Canva to deliver essential devices and materials to new hires and reduce what was a manual, time-consuming task to a streamlined, automated onboarding process.

30 Hours Saved | 100% essentials delivered on time | Reduced manual work

Key Outcomes

- 30 hours saved per onboarding cohort of 50 people every two weeks.
- All essentials delivered to new hires a week before their start date.
- Significant reduction in manual work, eliminating the need for Canva to manually handle the storage, preparation, or shipping of its hardware.

About Canva

Canva is a household name in the graphic design world. The Australian software company offers an online Visual Communication and Design Platform that empowers users to create and share high-quality graphics, presentations, promotional materials, and websites from virtually anywhere. Its innovative approach to making design tools accessible has won the hearts of customers worldwide, solidifying its status as one of Australia's most successful exports. Additionally, Canva's exceptional workplace culture has been recognised with the prestigious Great Place to Work award.

The Challenge

Canva's rapid growth to over 3,500 employees was creating logistical challenges for its onboarding process. The company was manually preparing and shipping computers, accessories, and welcome packs for its new hires (also known as Canvanauts). These items, however, such as notepads, pens, and onboarding info, as well as company swag like t-shirts and stickers, were being sent separately—by different teams—to the same locations.

3,500 employees, 3 teams, and a 2 week onboarding process for every new group

These duplicated efforts and scattered shipments were extending the onboarding process to up to two weeks for each new group of 50 employees. This somewhat undermined the first impression that Canva wanted to achieve for its Canvanauts.

Key Issues

- **Slow manual processes:** Time-consuming manual tasks involved in preparing and delivering welcome packs and computers.

- **Lack of coordination:** Multiple teams were managing different aspects of the onboarding process, causing delays and inconsistent experiences for new hires.

- **Disjointed shipments:** Separate deliveries of devices, accessories, and welcome kits were creating a fragmented onboarding experience.

"A central team would receive hardware from vendors and hold it in a storeroom until needed. They'd then manually load up each machine, ship it out, and manage any challenges with delivery and devices. That was taking two people about a week or two per new cohort," — Rami Afeich, Canva's Hardware and Access Management Lead.

Mac Centre's Tailored Solution for Canva

Mac Centre has enjoyed a solid partnership with Canva since its early start-up days, providing it with Apple devices and accessories for its new hires from the get-go. With this strong relationship in place, Mac Centre saw an opportunity to improve Canva's onboarding process.

About Mac Centre

Mac Centre is Australia's leading Apple-focused solutions provider, helping small to medium sized businesses implement and manage scalable, secure and sustainable Apple workplace solutions. We offer tailored services including device management, cloud support, IT security, employee onboarding/offboarding, and lifecycle management. With a team of Apple-accredited, Google, and Microsoft-certified IT support engineers, we also provide end-user support, project consulting, and risk management to ensure your business reaches its full potential.

Our services, at a glance

- Procurement
- Asset Services
- Managed Storage and Fulfilment
- Logistics

Our solution provided

- **Consolidated warehousing and fulfilment:** Streamlined the delivery of onboarding materials into a single shipment.

- **Inventory management:** Set up efficient practices for tracking, managing, and shipping Canva's stock, including the kitting of swag bundles.

- **Efficiency:** Eliminated the duplication of work by merging tasks that were previously handled by three different teams.

- **Improved onboarding experience:** Ensured new hires received all the essential tools and company bundles in a single delivery, improving their first-day experience.

- **Reduced burden:** Mac Centre became an extension of Canva's team, taking on logistical responsibilities.

- **Environmental impact:** Minimised plastic use, utilised recycled materials, and adopted eco-friendly packaging solutions.

Canva's culture is all about letting employees focus solely on their work throughout the day. The company aims to minimise distractions, allowing its team to concentrate on delivering exceptional customer and employee experiences. Our solution supported this vision. By automating key aspects of the onboarding process, Canva's logistical issues could fade into the background.

"Consolidating multiple streams of the onboarding process with Mac Centre has been seamless from the perspective of new Canvanauts," — Rami Afeich.

Benefits

Thanks to Mac Centre's solution, Canva is now able to ensure its new hires receive all their essentials a week before their start date. Previously this deadline was much tighter. This gives new Canvanauts a level of comfort that things are in place before their big day, and lets Canva's internal teams focus on more important tasks.

"Mac Centre helps us scale… allowing us to be more efficient and effective… there's been a massive time-saving element" — Rami Afeich.

The partnership between Canva and Mac Centre resulted in several key benefits:

- **Improved efficiency:** Canva saved an estimated 30 hours per onboarding cohort (50 people every two weeks).

- **Seamless onboarding experience:** New hires received all essential devices and welcome packs a week before their start date.

- **Reduced manual work:** Our solution eliminated the need for Canva to manually handle the storage, preparation, or shipping of its hardware.

- **Increased reliability and visibility:** Our expertise in managed storage and logistics helped Canva smoothen its operations and improve the tracking of its onboarding process.

Looking Ahead

The next phase of the project will focus on ensuring a secure and sustainable process for replacing Canva employees' old computers.

Canva plans to use Mac Centre's asset disposition services to reduce its environmental impact and make better use of older devices flagged for upgrade. With access to a pool of reused devices, Canva can minimise downtime for Canvanauts when their own computers need repair. These devices can also be shared with the interns Canva hosts each year, who only require temporary access. Additionally, the company is exploring external industry donation and recycling programs.

"We definitely want to do more with Mac Centre. They bring to the table a range of asset management services which allows organisations like ours to scale faster – without adding headcount" — Rami Afeich.

Canva plans to deepen its partnership with Mac Centre in several key areas:

- **Focus on sustainability:** Canva plans to focus its efforts on closing the loop on device lifecycle management, prioritising environmentally responsible practices for when employee machines need to be replaced.

- **Asset disposition services:** Canva intends to utilise Mac Centre's services to minimise their environmental impact and better manage older devices flagged for upgrade.

- **Internal reuse of devices:** By accessing a pool of reused devices, Canva can minimise downtime for employees needing repairs, and these devices can also support cohorts of interns who need to temporarily access equipment.

"I can't think of another service partner in Australia that I would turn to for that kind of partnership other than Mac Centre" — Rami Afeich.