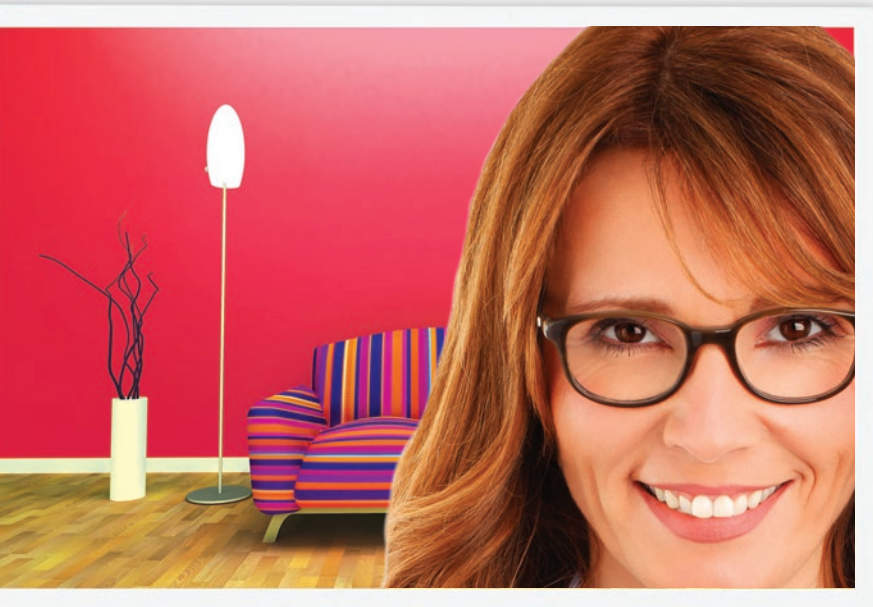


Canon

CANON SOLUTIONS AMERICA

Canon Solutions America Production Solutions Professional Services



UNLEASH THE FULL POWER OF PRINT.

 **CANON SEE IMPOSSIBLE**

Expand Your Business Potential

What if you could expand the types of printing jobs you offer today? What if you could streamline the job submission capabilities for your clients, optimize your color capabilities, and integrate your workflows and processes? Would customers be interested in faster turnarounds, variable data printing, and additional types of media?

A production printing system from Canon Solutions America can help extend your product offerings into areas that have been traditionally viewed as only possible with offset printing. In addition to expanding functionality, a digital printing system can also enable smaller production runs, personalized VDP opportunities, and faster turnaround times so you can meet your SLAs.

Canon Solutions America's Professional Services can help your organization seize new opportunities for production printing. Through industry-leading printing technology, our end-to-end workflow solutions enable a wide-variety of applications. Canon Solutions America has a world-class team of professionals that can help you expand and optimize your business.



Business Questions

1

How automated and integrated are your production printing processes today?

2

How are your customers ordering and submitting their jobs?

3

Do you have established operating procedures and processes for color output to optimize your color quality and repeatability?

4

What operational challenges do you face when implementing new hardware and software?

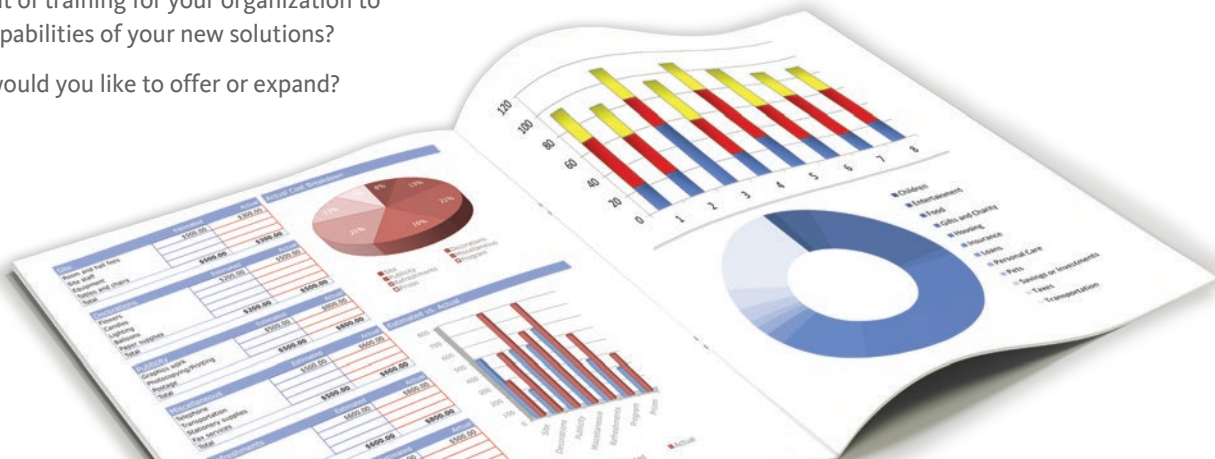
THE CANON EXPERIENCE

The Canon Solutions America Professional Services team offers a proven process to help you succeed in the development and deployment of digital printing solutions within your business. With a focus on getting you results quickly, our team can identify areas of your current workflow that can be optimized or approached in a more cost-effective manner.

There are a number of factors that must be considered prior to the deployment of production printing systems within your organization:

- Have you mapped out your current and future workflow requirements to maximize your return on investment?
- What is the right amount of training for your organization to quickly maximize the capabilities of your new solutions?
- What new capabilities would you like to offer or expand?

Whether you're expanding or developing your production capabilities, transitioning your workflows, or integrating new systems, it's critical to have an implementation plan that achieves your deployment time lines and objectives. The Canon team's knowledge and experience will accelerate the deployment and training processes and help ensure a smooth, successful transition.



The Process

ASSESSMENT AND NEEDS ANALYSIS

A custom plan based on your unique needs.

Building the case to grow your business and expand services begins with a thorough investigation of current capabilities and understanding the key requirements and potential gaps to achieve future goals. The type of print jobs you offer today and what you'd like to offer tomorrow is a great place to start. An assessment and needs analysis will help identify existing pain points and fresh new opportunities, and then detail the requirements for solutions tailored to your business objectives. The Canon team of experienced professionals can help build a customized implementation plan and identify required support programs or additional solutions to help you achieve your objectives quickly.

INTEGRATION SERVICES

Maximize your capabilities.

In a collaborative effort, we will help you determine the steps required to seamlessly integrate your production printing hardware and supporting software platforms into your existing infrastructure. A well planned integration process works to optimize production print platforms with core business systems. Having a long history of experience with integrating with commercial printing prepress systems, back-office platforms, host data streams, and legacy data and print streams helps ensure you are well prepared for today and into the future in the most automated way possible.

SOLUTIONS TAILORED TO YOUR NEEDS

Achieve your ideal mix of supporting solutions.

In many cases, a new production printing system brings with it an opportunity to review current workflow processes and supporting programs. Web-to-print solutions may also encourage new access to your system and increase its use. Variable data printing services that manage mailing lists and customize content to further expand your product offerings are increasing in popularity. The Canon Solutions America Professional Services team is well versed with many Canon and industry-leading partner solutions, and can help determine the right solution for your business. It can help ensure that it's integrated properly into your business operations, saving you time and ensuring customer satisfaction.

IMPLEMENTATION AND TRAINING

Get up and running quickly and seamlessly.

Whenever new workflows are implemented or new software is required, it's critical to have an installation and implementation plan in place. The Canon Solutions America Professional Services team is experienced in this area. It develops a plan to help access the right personnel and get your solution up and running quickly.

Key steps to system architecture design and solution deployment include helping to ensure proper training for key team members, integration into current systems, establishing processes for optimizing color quality, and understanding new workflow processes and new product offerings. The team will work with key personnel and various users so that they're proficient with the new solutions and workflow processes.



PROJECT MANAGEMENT

Accelerate your deployment and maximize your investment

Integrating new software, workflow improvements, and product offerings into your business can be a complex endeavor. You need to be confident that, before any new product offering is made available, the system functions as designed, and your team is competent in delivering its services to customers. Canon Solutions America project managers help plan and manage the implementation of your solution by setting schedules, coordinating resources, identifying and troubleshooting potential roadblocks, and maintaining your installation schedule. Canon's support helps ease the burden on your time, so you can focus on running your day-to-day business operations.

PRINT VOLUME GROWTH

Continuous support to onboard new applications

Given that the transition to inkjet print technology is a big investment, it's important to partner with a company that can support you for the long haul. Our consultative approach will provide you with the proper knowledge and tools that can help you avoid mistakes and ramp up your operations faster, thereby putting you on the road to profitability even more quickly.

Through a scheduled 30-, 60-, and 90-Day Check-up after equipment installation, our Professional Services Team is available to gauge progress and identify workflow needs as they emerge or change. An Annual Check-up enables a yearly workflow assessment of how application, equipment, software, and processes have evolved over time and how to optimize them to make this investment an ongoing success for you. Lastly, through a consulting program, called Project 360, we perform a discovery of how workflow is currently being done and present new ways of completing work in a more timely and cost-efficient way, with a goal to attract new business and grow print volumes on existing Canon equipment.

BUSINESS DEVELOPMENT

Put your production printing system to work for you, faster

Keeping up with the latest developments in printing technology can be difficult. The Canon team can help you turn these new technologies into services and product offerings that will benefit you and your customers. The Canon Business Builder program is designed to help you develop and grow new services. And it offers a range of marketing and sales tools, sales training and development programs, and business mentoring support.

These services include the development of a Strategic Business Plan that defines the right applications combined with a business strategy to match the capabilities of your new inkjet technologies. Once we understand where you are now, what you are thinking about changing, and where you want to be, our consultants can help chart a course to new business success.

Through Sales Training, we help articulate the value proposition associated with migrating traditional offset to a digital press. We can also help a customer's sales team evolve from price-based sales to solution selling, enabling them to further educate clients about inkjet offerings while potentially gaining new business.

Finally, we offer marketing initiatives, tactics, and content creation to generate awareness of new applications and capabilities among existing customers and targeted prospects. Our Content Marketing Consultants can create quality content tailored to every step of the customer's journey to help attract visitors, turn them into leads, and then convert those leads into customers.

Production Printing, Beyond the Press

Expanding your digital production printing system capabilities is a significant investment for your business.

The Canon Solutions America Professional Services team will help ensure that all aspects of your investment and deployment are thoroughly considered. Think beyond printing hardware and give your business every opportunity to maximize its return on that investment by uncovering new business opportunities, streamlining tasks, reducing costs, and preparing your business for new success.

For more information, call or visit
1.877.623.4969 CSA.CANON.COM



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