



**Canon**

**WITH YOU.  
ALL THE WAY.**

**Your Guide to Canon's  
Customer-Centric Professional Services**





# SUPPORT FOR CUSTOMER SUCCESS COMES FULL CIRCLE

Combining the power of our products with the expertise of our people, Canon takes a holistic approach to customer success — with strategic advice and business support that extends beyond the sale, beyond installation, beyond maintenance, and focuses on maximizing ROI for the life of your press.

Canon offers a full range customer-centric professional services anchored by long-term, collaborative relationships with our team of experienced printing industry experts. They help Canon customers build specific workflow solutions to help:

- Address key issues
- Run leaner than before consultation
- Drive end-to-end efficiencies
- Minimize manual touchpoints
- Maximize uptime



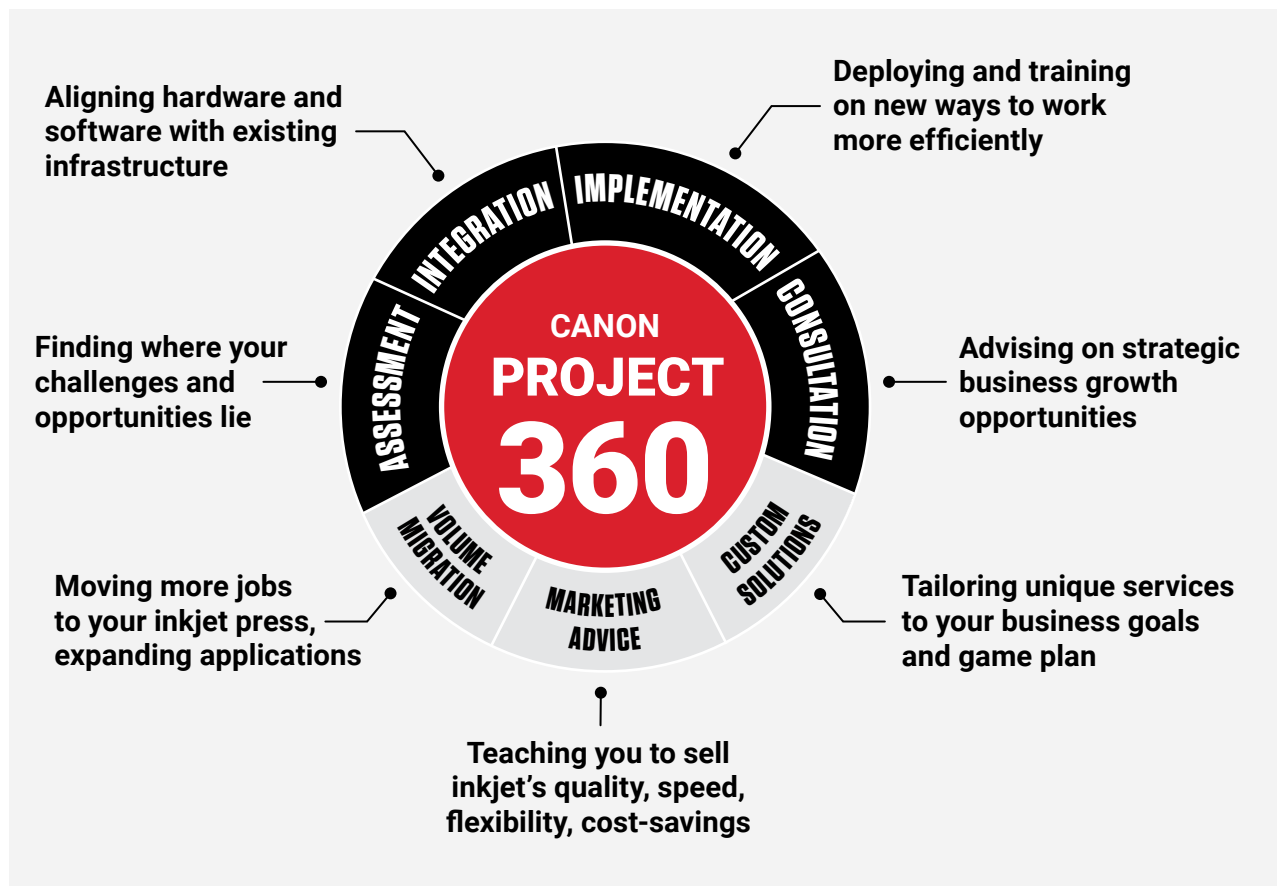
## PLUS

Get help identifying potential competitive advantages from an industry-leading portfolio of 1200 dpi inkjet presses.



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# DISCOVER HOW THE CANON PROFESSIONAL SERVICES TEAM IS WITH YOU. **ALL THE WAY.**





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# ASSESSMENT

## Finding where your challenges and opportunities lie

Using knowledge gained over years of doing ground-up assessments and identifying challenges in the market, we spend time analyzing the whole enterprise — observing the operation, looking at your applications, listening to the workforce, and asking the key questions.

What does your workload look like?

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How are your customers ordering and submitting their jobs?

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What is every single press doing?

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How's your color quality and consistency?

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What's outsourced today, and what could be done in-house tomorrow?

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How does the work flow, and where are the bottlenecks?

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What's your labor situation?

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What's in the stock room?

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What's your plan for the future?

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How prepared are you for profitable growth?





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# INTEGRATION

## Aligning hardware and software with existing infrastructure

Armed with the information from our in-depth assessment, we help you determine the steps required to seamlessly optimize and integrate your production printing hardware and supporting software into your existing infrastructure and core business systems – as well as help save “hard” and “soft” dollars you’re currently leaving on the table.

This is where our extensive knowledge and long history help ensure you are prepared for both today and tomorrow in the most automated way possible.

**Prepress systems**

**Back-office platforms**

**Cost data streams**

**Legacy data and print streams**



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# IMPLEMENTATION

## Deploying and training on new ways to work more efficiently

Whether you're expanding production capabilities, automating software and systems, or adding new hardware, a solid implementation plan that meets your timelines and objectives is critical to success.

Our team helps accelerate the process and assure a smooth transition. This includes training key staff and operators to help them be proficient in new solutions, systems, and workflow processes and confidently prepared to support your business goals.





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# CONSULTATION

## Advising on strategic business growth opportunities

Once we understand where you are now, what you are thinking about changing, and where you want to be, Canon analysts can help you chart a course to success. Business development support is proactive and ongoing – from helping create a strategic business plan to helping you execute on that strategy.

If there's an issue that needs to be addressed, we quickly jump in to troubleshoot and advise. But we don't wait for that to happen. We also check in regularly to help you maintain your momentum.

## Our Process

- Listen, inquire, and observe
- See how your strategy is moving forward
- Share industry information
- Provide ideas for aligning your operation with new opportunities

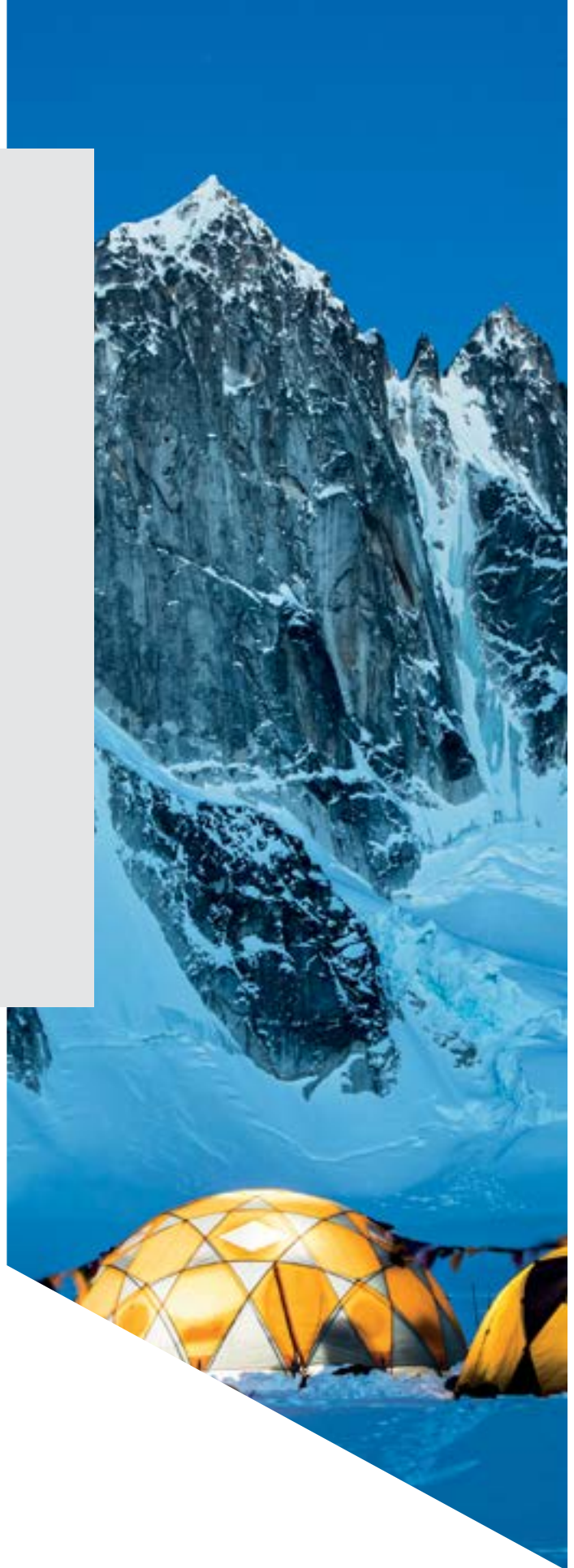
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# VOLUME MIGRATION

**Moving more jobs to your inkjet press, expanding applications**

**Canon also offers the support needed to help maximize your ROI by:**

- Matching the right applications with the capabilities of your equipment, technology, and workforce
- Strategically migrating applications to your high-performance presses
- Streamlining the onboarding of pages at competitive cost margins







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# MARKETING ADVICE

**Teaching you to sell inkjet's quality, speed, flexibility, and cost-savings**

By connecting you with **thINK** — an independent community of Canon inkjet users and industry experts — we help your sales team understand and articulate the value of digital inkjet and move from price-based selling to sharing the benefits of the technology with your customers, including:

- Personalized messaging
- Quick turnaround times
- Content flexibility
- Media versatility
- Outstanding image quality

From successful marketing tactics via **thINK** to compelling new application print samples, get support for turning targeted prospects into leads and leads into customers.



# CUSTOM SOLUTIONS

Tailoring unique services to your business goals and game plan

## COLOR QUALITY AND CONTROL

If you're transitioning from offset to production inkjet, color management is no longer at the press. It's performed upfront.

We can provide the training and assistance needed to help ensure expectations for quality and consistency are met – from the creation of an idea to execution, from properly delivering the file to the print engine to selecting the right prequalified paper.



## PROJECT MANAGEMENT

If you're installing an innovative new Canon digital inkjet press, you need to be confident it integrates and functions as designed on the shop floor and that your team can competently execute your printed products. We can assign a project manager to help plan and manage your inkjet solution by:

- Setting schedules
- Coordinating resources
- Identifying and troubleshooting potential issues
- Keeping the implementation plan on track
- Freeing you to focus on running your day-to-day operations



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# CUSTOM SOFTWARE DEVELOPMENT

If you need software to streamline your legacy integrations, tracking automation, performance monitoring, or specific workflow behaviors, Canon's Software Development Group and the PRISMA platform can help.

For one-of-a-kind solutions, we can leverage our developers' specialized printing expertise and exposure to a wide range of production environments to help create custom workflow software based on your requirements.



PRISMA







# EXPERIENCE ALL THE SUCCESS STRATEGIES CANON PROFESSIONAL SERVICES OFFER

Canon's Professional Services Team sets the standard for sustained customer success. Find out how our expert analysts can become trusted strategic advisors to help you optimize production workflows, attract new opportunities, maximize return on your Canon inkjet technology investment, and prepare your business for profitable growth.

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