



Canon
CANON GROUP



Graphic Arts Printing

Real Time... At the Speed of "WOW!"



Francis A. McMahon,
Vice President of Marketing,
Océ

Companies must inspire and equip employees to become proactive problem-solvers. The end result will be an organization that enjoys a distinct competitive advantage in a world where speed and time to market are everything. Francis A. McMahon, Océ's Vice President of Marketing, has been a part of Océ's executive team for a year and a half. When asked about what makes Océ's business model unique, McMahon stated, "Solving customer problems is core to the company's culture. Probably one of the most important values that Océ delivers to its clients is the ability to listen to their requirements and provide rapid response with customized solutions that integrate into the client's environment. The flexibility in our offerings and time to market for the solutions that we deliver elicits a "WOW!" response from customers every time."

The Voice of the Customer

From a marketing perspective, McMahon's priorities continually focus on engaging customers to identify opportunities and meet needs. He outlined critical resources and marketing initiatives that have positioned Océ to help customers address rapidly changing market dynamics in what he calls "real time... at the speed of WOW!"

Customer Advisory Councils

Océ has created TPAC (Transaction Printing Advisory Council) comprised of thirteen enterprise clients that participate in three annual meetings with the Océ management team. According to McMahon, "The market is changing quickly and enterprises want to take advantage of new technologies. Customers are trying to get statements to carry marketing messages and effectively leverage the white space. There is a desire to move statements from monochrome and spot to full color for more effective messaging. Everyone is trying to make printed statements interactive with QR codes and text messaging initiatives. There is an emphasis on new levels of security. These dynamics make it essential for us to stay in close contact with our core enterprise customers and collaborate on the right solutions for their specific business needs."

Océ is building a similar infrastructure with its commercial print customers. McMahon explained, "The addition of the Canon imagePRESS® Series is making Océ a significant player in the commercial print market. We have "WOWed" customers with the print quality as well as our Océ PRISMA® software solutions. We are rapidly expanding our presence in the print-for-pay market, but we also need to listen and learn as commercial printers are migrating into the world of cross-media. We have formed an advisory board

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Questions?

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of commercial printers that are sharing how they want to use an array of technologies to enhance profitability.”

Customer Education and Networking Events

Customer education and networking has been a key focus for Océ in 2011. Océ has conducted more than fifteen application workshops on topics ranging from TransPromo to on-demand book publishing to multi-channel communications. According to McMahon, “Several of these workshops were conducted at customer locations so participants could see how successful firms are implementing applications. We allotted a great deal of time for peer-to-peer networking as well as dialogue with Océ development executives.”

Software Support Resources to Deliver Customized Offerings

McMahon stated, “When I think about seizing the opportunity and solving customer problems, I look to our professional services team. One size doesn’t fit all, and our customers approach us with unique challenges every day. Some customers need their workflows redesigned, while others require integration with their existing systems. Our team of more than 25 software specialists considers the customer’s requirements and builds a solution with unsurpassed turnaround times.”

Partnerships that Count

When it comes to delivering complete solutions for the printing industry, no one can go it alone. McMahon noted, “We have a number of strategic software and finishing partners to address the needs of our customers. We will continue our integration activities with Canon, and customers will see the benefits of our combined research and development. Our alliance with manroland is also part of our strategy to give customers the best possible solution for their business. It provides the printing industry with the benefits of our shared knowledge, and combined engineering for the commercial print, label and packaging, and newspaper market segments.”

Looking Forward to 2012

McMahon is looking forward to 2012. He concluded, “Things are happening faster than they used to. It is clear that our customers expect more from us in terms of product features, reliability, and service. Most importantly, they are seeking customized solutions that meet their unique needs. They want flexible business partners who can make decisions to address business problems right here and right now. 2012 will be a year where Océ will deliver solutions in real time... at the speed of WOW!”



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- Marketing Automation: Adding Science to the Art of Marketing
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