



COMPLEX CHALLENGES.
END-TO-END EXPERTISE.

DIGITAL PRINTING INSIDER | MAY 2014 | FOR TRANSACTIONAL, DIRECT MAIL, AND IN-PLANT PRINTERS

CANON SOLUTIONS AMERICA: PROFESSIONAL SERVICES FOR COMPLEX SOLUTIONS

As print volume grows and new applications emerge, print operations face mounting challenges. Today's multifaceted production printing environments enable users to generate new revenue streams while also saving a significant amount of cost and time. Building a system that optimizes efficiency and profitability requires an in-depth understanding of the customer environment combined with experienced solutions professionals that have real production printing expertise. With the variety of software tools, systems, integration points, and technologies that often exist within print businesses, print service providers are seeking partners that provide professional services to support the development of integrated solutions.

Edward Jansen, Vice President of Canon Solutions America's Production Print Professional Services Group, outlined his company's multi-pronged approach to professional services. This approach, which incorporates a nationwide team of analysts and solutions architects, is supported by a shared services team to maximize resources and skill sets. The team utilizes a structured approach to assess customer needs and develop the best solutions for end-users. According to Jansen, "The mission of the Professional Services Group is to combine the power of Canon products with the creativity and knowledge of our team members to deliver solutions that increase customers' efficiency and deliver a competitive advantage."

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EDWARD JANSEN, VICE PRESIDENT OF
CANON SOLUTIONS AMERICA'S PRODUCTION
PRINT PROFESSIONAL SERVICES

Staffed with a group of industry experts, Canon Solutions America's professional services team is deeply woven into each and every sales cycle. The company strives to understand each customer's individual needs to better serve and execute the right solution. Jansen states, "We have a formalized approach that defines the customer's needs, key business drivers, and measurements for success. When a project begins, it is with a clear understanding of the milestones and responsibilities typically overseen by an industry expert PMP-certified Project Manager. There's no such thing as a simple project in today's market, but it's the professional services team's job to make it easy for our customers."

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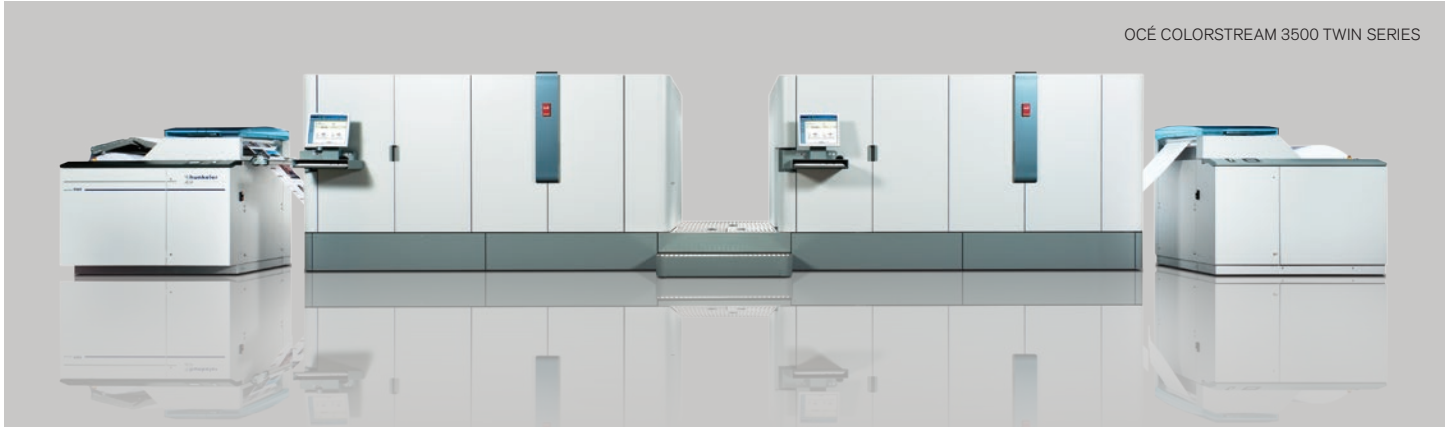
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CANON SOLUTIONS AMERICA: PROFESSIONAL SERVICES FOR COMPLEX SOLUTIONS (CONTINUED)



In some instances, the solution is extremely specialized and requires third-party software tools, multi-step manufacturing processes, and complex finishing components. Canon Solutions America's team of Solutions Architects is headed by Guy Broadhurst, Vice President of Technology and Client Solutions. Whether it is ADF, White Paper Production Lines, Complex Finishing, Book Production, or Document Security/Tracking solutions, the Solutions Architects work directly with clients to build these unique print applications and workflow capabilities. Canon Solutions America believes that this approach sets it apart from its competitors. The ability to architect a complex manufacturing process and act at the point of coordination for all vendors is a valued and necessary service.

With Canon Solutions America's focus on color devices, the company recognizes the market's need for an expanded offering of color solutions. Jansen notes, "Color, multi-channel messaging, and white paper solutions have become key

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JENNIFER DEITZ
PRESIDENT OF FINANCIAL
STATEMENT SERVICES, INC.

components of our deliveries and are all critical pieces in our customers' success." With an aggressive leadership position in inkjet color, Canon Solutions America's TrueSupport program marries all of these elements to provide a seamless implementation of Océ JetStream® or Océ ColorStream® inkjet printing systems. It offers a comprehensive strategy to analyze the customer's environment and needs. It then develops a unique

deployment plan, manages the project, and installs and deploys the new hardware and software. Océ TrueSupport is bundled with the purchase of all new Océ ColorStream and Océ JetStream inkjet printing systems and covers pre-installation planning through post-installation application on-boarding. The process is led by Color Management Professionals and G7-certified analysts and engineers so that the new technology can be introduced in the most effective manner to maximize the impact of the customer's acquisition.

In 2013, Financial Statement Services, Inc. (FSSI) – a full-service print and mail leader specializing in the design/redesign, production, and delivery of high-impact statements, letters, and other time-critical customer communications – installed an Océ ColorStream 3900 digital color printing system, part of the Océ ColorStream 3000 Twin Series. According to FSSI President Jennifer Deitz, "Canon Solutions America's willingness to partner closely with FSSI made the Océ ColorStream 3900 stand head and shoulders above the competition. Canon Solutions America's commitment to FSSI extended far beyond helping us identify the right equipment for our operation." Canon Solutions America's representatives and technicians stayed on-site throughout installation and ramp-up to ensure that the process went smoothly and that FSSI's staff was adequately trained on the new equipment. According to Deitz, it felt like Canon Solutions America was a part of FSSI's team when all was said and done. She elaborates, "Canon [Solutions America's] candor, willingness to answer in-depth questions, and dedication to training our entire staff on everything from the basics of color to advanced inkjet color training has just been outstanding."

In addition to complex integration projects, Canon Solutions America's organization focuses on the critical services for Color Skills and G7 Expert Color Management Services. This team provides all aspects of consulting services for the Canon and Océ product lines to ensure that customers can maximize their

CANON SOLUTIONS AMERICA: PROFESSIONAL SERVICES FOR COMPLEX SOLUTIONS (CONTINUED)

investments. From optimizing the color output on the new presses to color-matching output throughout an enterprise, Canon Solutions America's G7 Expert and CMP Master staff are ideally suited for the job.

Canon Solutions America also provides its customers with comprehensive support through its Shared Operations function, which is led by Vice President Scott Neo. This support includes Help Desk, Project Management, Software Development, and Client Education services. Although they are provided to many Canon Solutions America customers, these services are specifically tailored to meet the unique requirements of each market segment.

Canon Solutions America strives to expand well beyond machine and accessory hardware. Jansen concludes, "Examples like FSSI illustrate that Canon Solutions America's Professional Services Group makes the extra effort to work directly with customers

to ensure a smooth integration into their existing printing and publishing workflows. Whether it is making the complex appear easy, performing end-to-end work processes reengineering, or facilitating enterprise-level system automation, Canon Solutions America is uniquely positioned to solve our customers' complex issues and maximize their return on investment."

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Hear about the importance of integrating Social Media with print and direct mail campaigns. Learn more about strategies for merging Social Media with direct mail applications and the role that print service providers can play when blending direct mail and Social Media efforts.



WATCH THE DIRECT MAIL AND SOCIAL MEDIA WEBINAR

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