

# DIGITAL PRINTING INSIDER

FOR TRANSACTIONAL, DIRECT MAIL, AND INPLANT PRINTERS  
JUNE 2013



# PLANNING YOUR PATH TO SUCCESS?

**STRONGER TOGETHER.**

Canon Solutions America unites the power of Océ production printing solutions with the strength of Canon. Together, with our customers, we can do anything.

**TOGETHER WE CAN DO ANYTHING.**

## JUST PRESSGO!: AN INVALUABLE BUSINESS DEVELOPMENT PROGRAM BUILT ESPECIALLY FOR CANON SOLUTIONS AMERICA CUSTOMERS

I'm Jodie MacLellan, Marketing Manager of Client and Sales Development. I have been at Océ, now Canon Solutions America, for over 13 years, serving in many roles in sales and marketing on the Production Printing Solutions team.

I am pleased to be part of a company with such a long history. Océ has been in business for over 130 years and is well-known for our extremely loyal customer base. Today, as Canon Solutions America, our customers remain loyal and are embracing the new company. They're excited about the combined strength of the companies and know that we are Stronger Together.

In today's dynamic marketplace, loyalty is not easy to come by. The fact is, at Canon Solutions America, we work hard to earn our customers' loyalty. A key ingredient to our success is our understanding that it's not just about the press. We start with the customer opportunity and then team with our customer to implement an end-to-end solution that includes the digital front-end, press, workflow, substrates, finishing solutions, training, professional services, sustainability initiatives, and business development programs they need to be successful. My role is to deliver the resources they need to help them grow their business.

I am privileged to be building on the first customer-designed business development program in the digital print industry. Launched in 2010, our PressGo! Business Development program was created utilizing the input of our customers. They told us what they needed for their business development efforts, and we built it – launching a comprehensive program that provides customers with online access to leading-edge industry research, white papers, case studies, how-to guides, marketing materials, and educational webinars.

**JODIE MACLELLAN**  
Marketing Manager of Client and Sales Development



Jodie leads Canon Solutions America's Production Printing Solutions PressGo! initiative. PressGo! is a comprehensive business development program that provides customers with online access to leading-edge industry research, white papers, case studies, how-to articles, marketing materials, and educational webinars.

To better understand the needs of our customer and our sales team, Jodie serves as a liaison between marketing and sales through the Production Print Sales Advisory. In addition, she manages the Sustainability Programs for the Production Printing Division and is also a member of the Global Sustainability Council.

### PressGo! for Success

#### Already a Canon Solutions America Customer?

Find a wealth of business development tools by visiting [MyPressGo.com](http://MyPressGo.com) today!



#### Not Yet a Canon Solutions America Customer?

Here's a sneak preview of what's available to our customers:

##### How-To Guide: 6 Steps to Social Media Success

The right social media strategy can help you bring in new leads and increase sales. This guide gives you the tools to get started.



##### How-To Guide: Multi-Channel Marketing

Learn the 8 foundational elements for building a multi-channel campaign.



**Register at [MyPressGo.com](http://MyPressGo.com)**

### Questions?

**Call Us:**  
1-877-623-4969

**Email Us:**  
[us.oeinfo@csa.canon.com](mailto:us.oeinfo@csa.canon.com)



## JUST PRESSGO! (CONTINUED)

With this great foundation, I've taken it as my personal mission to make the PressGo! program the best-in-class business development program in the digital print industry. Working hand-in-hand with our customers, recent enhancements to the program include:

### RESOURCES AND MARKETING PROGRAM (RAMP):

With the goal to provide our customers with the sales and marketing resources they need to RAMP quickly, the program includes:

#### Multi-Channel Marketing

Customers are looking for help in developing integrated marketing campaigns, as well as sales and marketing initiatives to help drive more print. Through customizable templates and how-to guides we're giving them the multi-channel marketing tools they need to grow their business.

#### Sales Training Resources

Customers are requesting help with training their staff in the transition to becoming a marketing services provider. With robust Sales Training Resources available through the PressGo! Business Development program, we provide sales training resources and industry knowledge to go after new business opportunities.

### KNOWLEDGE SHARING

Building a community that facilitates knowledge sharing is another key component in driving customer success. A new addition to PressGo! is a community blog aimed at sharing ideas, best practices, and insights into the trends shaping the industry. A wide variety of

industry and technology experts share topics relevant to marketers and provide thought leadership to the production print community.

Creating and maintaining the best-in-class business development program is an ongoing process. We will continue to find innovative approaches to build the Canon Solutions America Production Print community and provide the right mix of tools and relevant content to steer their operations to success. My goal is to create an environment that delivers the right mix of support.

Customer feedback is a core influencer of the program's direction and we take the role of partnering with our customers seriously. They've invested in our technology and it's our responsibility to extend our support beyond operations to encompass all facets of their success.

### Register at MyPressGo.com

PressGo! offers customers a wealth of business development tools through an online Web portal. The site offers:

- Strategic content (white papers, case studies, and industry guides) to drive key business initiatives
- Ongoing webinars on hot topics
- Access to marketing templates for creating print and digital campaigns
- A series of podcasts on how inkjet technology is shaping our industry and how customers can capitalize on key applications to go after new business
- A forum to foster customer discussions and build community

### WE KNOW PRODUCTION PRINT.

Canon Solutions America helps you stay on the leading edge of our quickly-changing industry with valuable resources. Easy to access, easy to use, and FREE!

### NOT YET A CUSTOMER?

Access our robust Digital Printing Resource Center for a wide array of educational and informational resources such as:

- Customer videos
- Press demos
- Webinars
- White papers

Visit [OceProductionPrinting.com/CE](http://OceProductionPrinting.com/CE)

### ALREADY A CUSTOMER?

Tap into even more robust business development resources by logging into your PressGo! account to access:

- Valuable development resources
- Training invitations
- Free marketing templates
- Peer engagement opportunities

Register or login at [MyPressGo.com](http://MyPressGo.com)

### STRONGER TOGETHER.

The Océ brand has a reputation for high-speed production printing solutions that are built to last. From cutsheet to continuous feed, monochrome to full-color, and toner to inkjet, these scalable printing and workflow solutions are customized for your business and backed by award-winning service. As part of Canon Solutions America, we have the brightest R&D minds advancing tomorrow's innovations to help you grow your business, control costs and practice environmental stewardship. Whether it's improving productivity or opening new markets and applications, together, with our customers, we can do anything.

Visit [CSA.Canon.com](http://CSA.Canon.com) or call us at 1-877-623-4969.

# Canon

CANON SOLUTIONS AMERICA



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Call Us: 1-877-623-4969 or Email Us: [us.oceinfo@csa.canon.com](mailto:us.oceinfo@csa.canon.com)

Download a QR code reader app and scan with your smart phone to learn more about Canon Solutions America Production Printing Solutions!