

**OPTIMIZE YOUR
OPPORTUNITIES.**

One Company, One Vision

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

INTEGRATION FOR OPTIMIZING OPERATIONS

As operations look to optimize and automate their business and production processes as well as launch new marketing services, the topic of integration is bound to come up. With so many different software tools, systems, repositories, and technologies in the printing industry, it can be challenging to define exactly what integration entails.

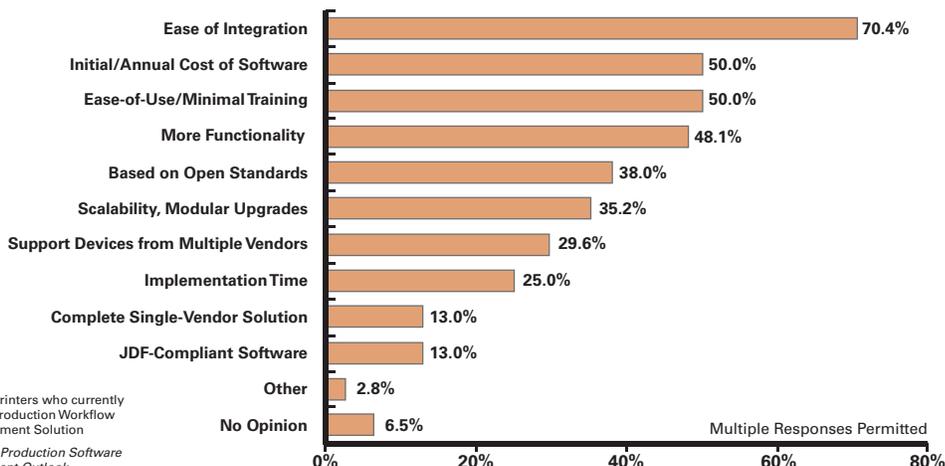
Integration requirements must be aligned with optimization, automation, and the ability to offer new marketing services. The goal is to successfully create a logical, efficient flow of information. In approaching integration, businesses need to consider the scope and scale, the choice of internal versus external execution, and any technical issues to ensure an effective end-result.

The Right Resources

When it comes to performing a system integration or multi-channel marketing services project, many companies struggle with the decision to use an internal team versus using some type of external provider. Making that determination often depends on the scope and scale of the project, internal IT capabilities, and subsequent costs. Canon Solutions America has a team of technical consultants that can perform fee-based systems integration or provide programming services for its hardware and software offerings as well as partner solutions.

Among printers that own a production workflow management solution, the top purchasing criteria is ease of integration. Printers want software solutions that will easily integrate with other systems while also being easy to use when up and running.

Figure 1: What are your top criteria for purchasing print production workflow management solutions?



N=108 Printers who currently own a Production Workflow Management Solution
Source: *Production Software Investment Outlook*, InfoTrends 2010

Learn more, Visit:

OceProductionPrinting.com/GA

- Webinar: *Workflow: Business Challenge or Competitive Advantage?*
- InfoTrends White Paper: *Integration: What's It Really All About*
- InfoTrends White Paper: *Workflow: Streamline Operations, Build New Revenue Streams, Increase Customer Loyalty*
- Press Demo: Canon imagePRESS®



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INTEGRATION FOR OPTIMIZING OPERATIONS (CONTINUED)

Pre-packaged software doesn't always get the job done. It can be a challenge to find an off-the-shelf product that fits your unique requirements while also integrating with legacy systems. That's when it's time to build the right IT staff or find the right business partner to make systems work together effectively.

While resources for system integration are plentiful, some companies still opt to perform integrations themselves. Given the complexity of the systems integration process and the systems that need to work together, printers of all sizes are seeking partners.

The logic behind the professional services offered by Canon Solutions America includes:

Access to Skilled Expertise: Finding skilled resources is one of the biggest challenges that today's print service providers face, and it is complicated by the need to train employees and establish attendant infrastructure. It can have a major impact on cash flow as well as overall profitability. Partnering with a knowledgeable organization can provide access to skilled resources at lower costs, with the added benefit of not having to manage them directly.

Time to Market: Service providers can improve time to market for new products and services. Systems integrators with the right expertise and experience can accelerate the delivery of new programs that will ultimately improve your bottom line.

The Ability to Focus on Core Competencies: Most printing organizations do not have a core competency in IT systems

integration. Printing executives are typically operations executives or business entrepreneurs who want to focus on developing strategies that grow business or streamline operations. Managing complex IT systems integration is typically not a core competency, so it is best left to the experts.

Lower Costs: Systems integration partners can frequently complete projects at lower costs due to their abilities, skills, and past experience in other environments.

The Bottom Line

Print operations have continued to pile on more systems and technologies as the marketplace has evolved. End customers and user departments are seeking support in creating new and more complex data-driven applications. A combination of the right tools and partners is required to tie together disparate systems that will work in a seamless, efficient, automated manner. It is difficult to go it alone given the complexities of today's market. In addition to offering comprehensive software tools, Canon Solutions America provides professional services to support expanding your services portfolio and making work processes more efficient.

Visit OceProductionPrinting.com/GA

Watch the Webinar: *Workflow: Business Challenge or Competitive Advantage?*



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TOGETHER WE CAN DO ANYTHING

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.

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