

## Canon Solution Case Study

Welcome to One Canon Park



### **A real-world case on Canon's document workflow innovations in user productivity, cost-savings, information security, and sustainability.**

Canon U.S.A., Inc. is a leading provider of consumer, business-to-business, and industrial digital imaging solutions. The company's philosophy of *Kyosei*, "all people, regardless of race, religion, or culture, harmoniously living and working together into the future," guides the development of products that enrich lives and help people live and work efficiently with balance and respect for the environment.

This case study provides valuable examples that demonstrate how Canon's imaging technology has been deployed to help the company work more efficiently and effectively with a thoughtful respect for the [environment and sustainability](#).

## Welcome to One Canon Park

In 2013, Canon opened its new corporate Americas headquarters at [One Canon Park](#) in Melville, New York. Located on Long Island, the building has been designed to meet LEED® Certified Gold standards, the nationally accepted benchmark for the design, construction, and operation of green buildings.

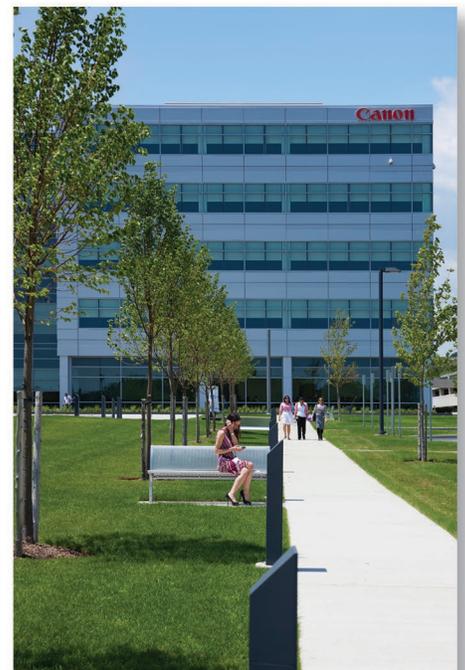
To further promote corporate-wide efficiency, Canon leveraged its own business technologies and solutions to help optimize employee productivity and reduce waste within the office environment at One Canon Park.

“For the first time in our U.S. history, we had an opportunity to start from a blank slate and demonstrate our technical and service delivery capabilities to the world,” said Mr. Dennis Amorosano, Vice President and General Manager, Business Imaging Solutions Group, at Canon U.S.A. “In the spirit of *Kyosei*, our vision was to develop an advanced facility that would be in perfect harmony with the environment and be sustainable long into the future. Customers rely on our expertise when it comes to leveraging technology and business know-how for their organizations, and this provided us with the ideal chance to completely reengineer our business processes from scratch using the talents of our staff to minimize costs and unleash greater productivity.”



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**Dennis Amorosano, Vice President and General Manager,  
Business Imaging Solutions Group**



# The Power Behind the Project

To drive its various project initiatives at One Canon Park, Canon U.S.A. turned to its own subsidiary, [Canon Information and Imaging Solutions](#) (CIIS). Established in 2011, CIIS is a services company that's comprised of over 100 employees possessing skills in the areas of software engineering, workflow consulting, project management, systems integration, and IT infrastructure management.

Offering similar services to its end customers, CIIS has demonstrated the skills and expertise required to aid Canon's customers in achieving their goals in connection with projects ranging from print output optimization to application workflow design to imaging and records management, just to name a few.

By taking advantage of CIIS services and staff expertise, Canon's customers have been successful in reducing their overall cost of operation, streamlining business process workflow, and more effectively managing critical documents and information.

Through its Melville project initiatives, Canon U.S.A. has also gained the same benefits it ultimately provides to its end customers. Canon U.S.A. has not only become a shining example of how Canon solutions and CIIS services, together, can deliver value to its own business, but it also shows its customers just how easy they, too, can achieve this value.

With an expanding set of service offerings and the experience of driving meaningful solutions for end customers, CIIS is poised to assist Canon in further enhancing its operational effectiveness while lessening its overall costs of doing business. Through these ongoing initiatives, Canon will gain additional insights that can be leveraged for the benefit of its customers.

## Canon Information and Imaging Solutions Portfolio

- Business Process Optimization Services
- Security Services
- Imaging and Records Management Services
- Production Workflow Analysis and Design
- Enterprise Application Integration Services



# Print Optimization

Many big companies face challenges related to their document workflow infrastructure. Over time, Canon had amassed a large number of devices that were growing more costly to manage at the departmental level. Fragmentation in the types of devices used resulted in an array of consumables for replenishment, usability issues between different devices, and a myriad of different print drivers in use.

Canon's vision for the new building evolved from numerous successes achieved at customer sites around the world. The company leveraged its customer experience to drive a strategy to centralize management of all devices within the facility and allocate expenses according to actual departmental usage. A similar practice is in use by many of Canon's direct sales and authorized dealers in the form of [Managed Print Services](#) (MPS). The management infrastructure is

made possible by Canon's [uniFLOW](#) suite, which manages authentication at each Canon device and provides detailed usage and job cost tracking down to the user level.

In right-sizing its print infrastructure for optimal deployment, the new facility consolidated all Canon devices within dedicated print centers and standardized the fleet with the same model of its acclaimed [imageRUNNER ADVANCE](#) line of digital multifunction printers (MFP) and [imagePROGRAF](#) large-format output devices. This has led to maximum productivity across the entire building – virtually eliminating downtime since connected Canon devices are always within easy reach – and drastically reduced user learning curves. Moreover, the standardized fleet model also allows for rotation of devices throughout the organization to optimize engine capacity for the life of the equipment.





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**Kelly Pickard, Director, Corporate Compliance**

uniFLOW also manages all print operations using a [Secure Print](#) feature, which retains jobs on the server until the user is authenticated at the device. After logging in, the user can view all queued jobs on the server from the device’s control panel and immediately release the desired ones from any MFP on the network. This feature significantly improves the confidentiality of information since output is only performed when a user is physically at the device. It also significantly reduces the quantity of unclaimed or accidental prints that incur additional costs in paper and consumables.

[Mobile printing](#) from smartphones and tablets can also be handled using the new print infrastructure. Likewise, guests who are visiting the office can use it for secured printing of their documents, too. The mobile print feature enables users to submit jobs to the server via e-mail. These can then be output by an employee to maintain security and simultaneously allocate costs to the proper department.

“We were able to immediately reduce paper usage by more than 25%, increase duplex printing to approximately 45%, and decrease overall color usage by almost 45% as a result of our [Print Optimization](#) initiative,” said Kelly Pickard, Director, Corporate Compliance. “Previously, only about 13% of output was printed double-sided prior to the move. But today, users print approximately 40-45% of their documents as duplex. The uniFLOW Universal Print Driver and MEAP-based MFP application also show users the estimated print cost of each job, further helping to increase awareness and reduce our overall cost.”



# A Closer Look at One Canon Park



- Canon is dedicated to the environment and the community, as this is an integral part of its corporate culture. One Canon Park has achieved [LEED® Gold Certification](#) and stands as a symbol of this commitment.



- Sitting on 52 acres, the grounds have an open, campus-like feel, with plenty of green space, a walking trail, and two retention ponds.
- Numerous environmentally-conscious elements include natural light harvesting, use of energy-efficient equipment and materials, pollution prevention techniques in the building's construction, and a landscape design that uses native species and drought-resistant vegetation.





- Within this 700,000-square-foot, five-story building (plus lower level), employees enjoy a learning center, full-service cafeteria, and other amenities, such as an on-site fitness center.



- A state-of-the-art Showroom displays Canon's full range of imaging technologies. This offers customers the chance to discover and experience solutions in the consumer, business-to-business, medical, and industrial markets.



- A walk-in customer care center offers services to consumers in the local community, with trained professionals offering product repair options, cost estimates, upgrade possibilities, and recommendations.

## Electronic Document Conversion

Beyond general output costs, document storage had reached critical mass. The quantity of records had become monumental, often taking the staff hours – or even days – to find one particular file. And since there was no easy way to track expired records for scheduled purging, the problem only continued to worsen. Canon wanted its new office to be sleeker and more space-efficient, so that the facility would cost less to operate overall. To achieve this, Canon converted its volumes of paper records into electronic files for storage in an enterprise information management system (IMS), utilizing Canon's own [Therefore™](#) solution.

The Credit Department managed records for more than 5,000 customers of all sizes and had more than 20 filing cabinets and cardboard boxes full of credit master files. In total, they had approximately 500,000 documents that needed to be scanned. The Dealer Administration Department had about 30 file cabinets that contained documents on each Canon authorized dealership. Because of the complexity and volume in storage, it would often take three to four days just to locate the information among the nearly 600,000 documents on file. The Legal Department was storing about 300,000 pages of executed contracts, while the Corporate Tax Department added yet another 150,000 documents.



“What used to take hours or days can now be done in a matter of minutes using Therefore™. Record security has been enhanced with the ability to lock down information to only those who require access. Yet it's accessible to approved users from anywhere on the network and can be easily incorporated into electronic document workflows.”

**Elizabeth Castro, Records Management Advisor  
Legal Administration Division**



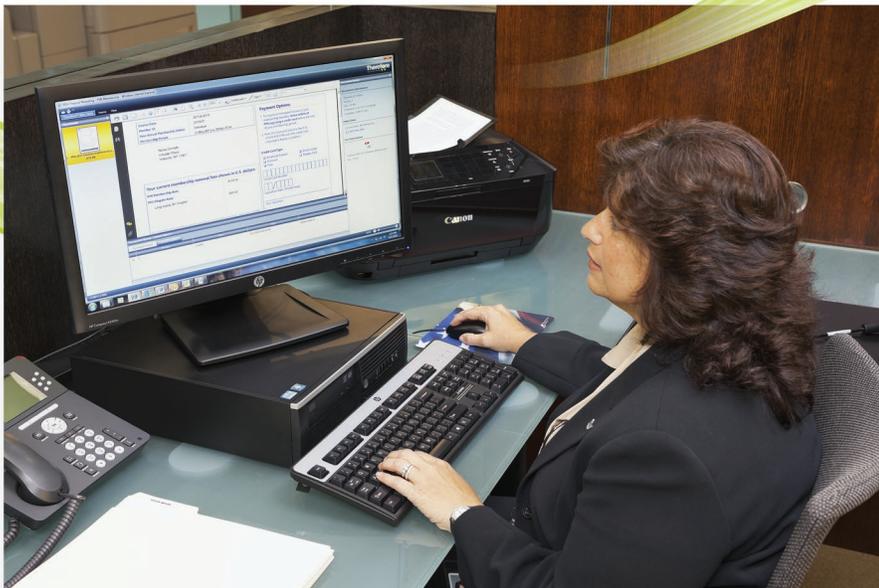
Canon ultimately scanned more than 1.5 million documents in these four key departments alone. Unfortunately, some documents had become compromised due to their age, but Canon's [imageFORMULA](#) scanners include automated features that help to enhance those that were damaged.

Using the bar-code cover page feature, combined with the Therefore™ Capture Client, each batch could be automatically routed and classified into the proper client database to increase productivity and reduce manual intervention. Documents are now available to users with the appropriate access rights at their desktop through the Therefore™ Navigator Client.

With each department's backfile scanning project completed, a day-forward plan has been established to capture documents. This is done leveraging Canon's imageRUNNER ADVANCE MFDs and imageFORMULA scanners,

depending on departmental needs. The goal is to maintain new records as they're produced and ensure that they're available when and where they're needed within new [records management](#) practices. Future plans include the integration of electronic document sorting and workflows along with the addition of the Therefore™ Lotus Notes Connector to streamline e-mail capture.

"What used to take hours or days can now be done in a matter of minutes using Therefore™," said Elizabeth Castro, Records Management Advisor, Legal Administration Division. "Record security has been enhanced with the ability to lock down information to only those who require access. Yet it's accessible to approved users from anywhere on the network and can be easily incorporated into electronic document workflows. And retention policies can be automatically adhered to according to corporate policies to optimize information storage for greater efficiency."



# Improving Cash Flow with Automated Order-to-Cash Process



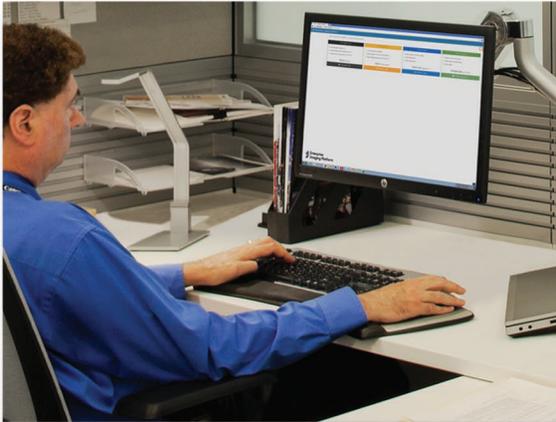
As a provider of consumer, business-to-business, and industrial digital imaging products and solutions, Canon U.S.A. generates over 2,000 invoices (6,000 – 10,000 pages) every day and uses multiple enterprise applications in connection with the accounting processes. Due to the complexity of Canon’s ERP and other systems, the nightly processing of invoices was slow and experienced frequent problems. The company risked delays in issuing invoices and, in effect, delays in receiving revenue. Additionally, many open database connections contributed to the inefficiency and instability of the system.

“The project was focused on the rendering and print management of the invoices in connection with the Accounts Payable/Receivable processes. Our goals were to provide, in a consolidated platform, better visibility, management, and improved throughput of the technical aspects of the invoicing process. Enterprise Imaging Platform (EIP) enabled us to achieve these goals and improve our overall efficiency,” Michael Lebron, Director, Corporate Information Technology.

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**Michael Lebron, Director, Corporate Information Technology.**

EIP is a single middleware platform that automates complex business processes by integrating enterprise applications and paper-based information flow. It was designed and implemented by [Canon Information and Imaging Solutions](#) to automate the Order-to-Cash business processes. The value and benefits of the EIP solution are clearly illustrated by dramatic increases in performance, system reliability, and process management, including time savings in daily invoice generation (from two hours to 20 minutes), instant document retrieval (from 15 minutes to just seconds), smart error recovery, and system scalability.



In addition to the Accounts Payable process, future plans for EIP include expanding the scope for processing of other documents, such as export documents, contracts, etc. Deploying the system to other Canon subsidiaries is also considered in order to take full advantage of the benefits offered by the automation.

# Print Factory



“The new building provided a perfect opportunity to design a dedicated, world-class print facility to showcase our professional-grade print technology to the world.”

**Brian Dollard, Director, Product Marketing Production Solutions**

Canon offers some of the most advanced [production printers](#) and digital commercial presses in service at print shops and commercial printers of all sizes around the world.

“The new building provided a perfect opportunity to design a dedicated, world-class print facility to showcase our professional-grade print technology to the world,” said Brian Dollard, Director, Product Marketing, Production Solutions. “The Print Factory includes the latest Canon and Océ equipment for high-volume printing, advanced color management, and large-format jobs, as well as cutting-edge software to manage job submission and make-ready output. The Print Factory is ideal, as it helps us gain valuable knowledge in a real-world environment. This allows us to better understand the needs of

our commercial print customers, so that we can further refine our own products and solutions.”

The facility also helps address overall print costs within the company by producing larger, more complex jobs on devices with a lower per-page cost, resulting in quite substantial savings.

And an innovative intelligent system provides recommendations for routing jobs to the most efficient device based on cost, specifications, and delivery requirements.

The Print Factory contains the resources to handle millions of prints per month. And as requirements grow and technology advances, the facility is well adapted to change in response to future generations.



## Summary

For Canon Americas, the movement of operations to its new headquarters at One Canon Park provided the opportune time to establish a new and systematic paradigm of operation flows that would be sustainable into the foreseeable future for generations to come in accordance with its principle of *Kyosei*.

Advancements in document management technology are paving the way to greater profitability and productivity at Canon and its customers' sites. If you'd like more information on how Canon's expertise can help your organization, please visit [www.usa.canon.com](http://www.usa.canon.com).



**Canon**

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