Canon Therefore Online SMB

Outstanding SMB Information Management & Workflow Solution

Canon

BLI BUYERS LAB 2018 PICK

The analysts at Keypoint Intelligence - Buyers Lab (BLI) have recognized Canon's Therefore Online SMB as Outstanding SMB Information Management & Workflow Solution for the 2018 software Picks season thanks to these key strengths and benefits:

- Prebuilt templates, folders, and reports help smaller organizations get started without a lot of investment in professional services and IT training

- Libraries of forms and other functions focused on the needs of key vertical-market customers and departments within larger organizations

- Not a stripped-down "lite" version, customers have full access to all the platform's advanced information management, workflow, and business analytics features

Businesses of all sizes face the same challenges when it comes to streamlining multi-step workflows and storing, sharing, and finding information. But most content management platforms are designed for enterprises that have the luxury of large budgets, long lead times for rollout, and dedicated IT resources to get them working. Therefore Online SMB is a robust information management system designed to enable organizations to capture, index, process, store, manage, and share documents and business-critical information. It also allows for a workflow-based paradigm to deliver business process automation (BPA) capabilities to streamline complex, multi-step procedures, and features its own business analytics engine to help decision makers optimize practices and processes. Best of all, it is a hosted cloud-based solution with essential functionality for departments and small offices already pre-built, so customers can get up and running quickly.

"We would not typically recommend an advanced information management system to a small or medium-sized organization. The barriers to entry, such as the cost and complexity of configuring and administering the system, make these platforms better suited to larger enterprises," said Jamie Bsales, Director of Solutions Analysis at Keypoint Intelligence. "But Therefore Online SMB changes the equation. As a hosted solution, there is no up-front investment to provision an onsite server, and the preconfigured folders, reports, forms, and other elements mean customers can be up and running quickly and then customize the system as their needs evolve."

About **Keypoint Intelligence - Buyers Lab**

Keypoint Intelligence is a one-stop shop for the digital imaging industry. With our unparalleled tools and unmatched depth of knowledge, we cut through the noise of data to offer clients the unbiased insights and responsive tools they need in those mission-critical moments that define their products and empower their sales.

For over 50 years, Buyers Lab has been the global document imaging industry's resource for unbiased and reliable information, test data, and competitive selling tools. What started out as a consumer-based publication about office equipment has become an all-encompassing industry resource. Buyers Lab evolves in tandem with the ever-changing landscape of document imaging solutions, constantly updating our methods, expanding our offerings, and tracking cutting-edge developments.

About **Buyers Lab Software Pick Awards**

Buyers Lab Document Imaging Software Picks stand alone in the industry and are hard-earned awards as they are based on rigorous testing, including evaluation of key attributes such as features, usability, and value. Each product that passes our lab test earns Buyers Lab's Platinum, Gold, Silver or Bronze rating, with the best performers qualifying as Pick contenders.

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