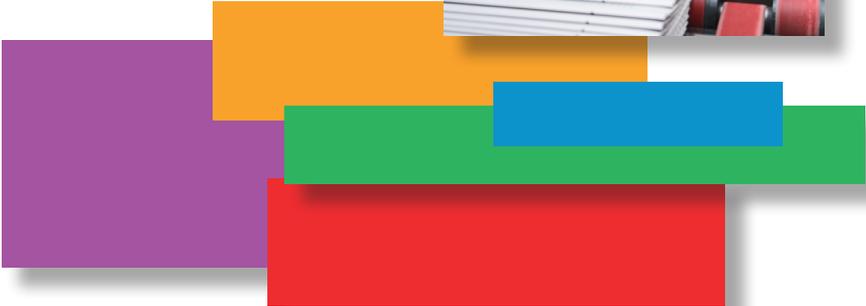
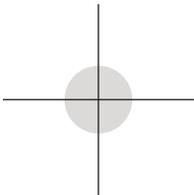
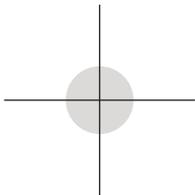


Canon

ESSENTIAL BUSINESS
BUILDER PROGRAM



Effectively managing change in the highly competitive graphic communications business can often be a daunting task



LEVERAGING DIGITAL VALUE

Part of the imagePRESS Workflow Solutions Program is the Essential Business Builder, a unique suite of tools to complement the imagePRESS C7000VP/C6000VP/C6000 series and the imagePRESS 1135P/1125P/1110P/1110S series. Canon developed this dynamically distinctive program to equip graphic communication executives with robust business development tools and an expert mentoring plan tailored to specific business conditions. This total package is designed to help you bring accelerated success to your digital business.

Many graphic communication executives are so concerned with day-to-day operational matters that they have no time to effectively plan for building a high-performance business within today's rapidly changing business climate. They often do not have time to explore strategies for meeting new customer needs. Some businesses are great at keeping existing customers happy, but cannot seem to unlock the secrets to finding new ones. Others are simply searching for the answers to tomorrow's challenges. In the graphic communications business, it's often the ability to adapt to market needs, embrace new ideas, and challenge the status quo that separates the profit leaders from the profit challengers.

The Canon Essential Business Builder Program strives to bridge that gap by offering tactical ideas on how to examine your existing business and then market high-performance applications to maximize productivity. The Essential Business Builder suite of tools comes with the purchase of your imagePRESS C7000VP/C6000VP/C6000 and imagePRESS 1135P/1125P/1110P/1110S. Additionally, a mentoring program is available for those seeking a more personalized business assessment to understand how to effectively build and manage their business.

With Canon's unique suite of business building tools and mentoring program, you will find practical advice on how to jump-start your success and competitively position your graphic communications business with unparalleled business development ideas to achieve profitable growth.





UNIQUE SUITE OF TOOLS

The Essential Business Builder Program tools include three components:

- A business self-assessment coupled with practical industry Best Practices recommendations
- Vertically focused industry application marketing tools
- High performance business development mentoring by noted industry experts

Utilizing these leadership tools, the objective is to provide strategic processes for building an effective digital graphics business environment. Managing change in the highly competitive graphic communications business can often be a daunting task. The Canon Essential Builder Program breaks down the barriers into manageable and understandable components so you can make informed decisions on how to move your company forward.

- The first step in this journey is to realistically assess the inner workings of your business, identifying the strengths and weaknesses, and then associating the attributes of digital best practices to reshape your business;
- The next step is to determine business prospects that will drive financial results. This is usually found by knowing what industry verticals provide the best growth opportunities;
- The last step is to create a customer-centric sales and marketing plan focusing on adding value to customer documents ("digital value") using the unique capabilities of your imagePRESS C7000VP/ C6000VP/C6000 or imagePRESS 1135P/1125P/1110P/1110S.

The processes for executing such a plan often breaches the boundaries of comfort for a graphic communication company. Canon understands this dilemma and offers a mentoring program with noted industry digital print experts to assist imagePRESS digital press purchasers, guide them through the business assessment analysis, and then lend a hand in the development of a tactical plan tailored to your company for building a high performance digital organization.





BUSINESS SELF ASSESSMENT TOOL

A business assessment of your digital print knowledge base and readiness will help determine how digitally oriented your company is today. This analysis is the pivotal starting point in an exciting digital journey.

The Essential Business Builder Program Self-Assessment takes an in-depth look at your company's strengths and weaknesses in three key areas:

- Sales, marketing and general business
- Production
- Customer Service

The Business Assessment Tool will guide you through a list of questions to help you evaluate your business in order to develop a forward-thinking, digital business plan. You will rate 23 of your most important business characteristics on their current state of strength or weakness, and then plan to maximize your strong points while identifying methods to overcome weaknesses, turning them into future strengths.

The owner and other key company managers either perform this "Self-Assessment" or work with a Canon mentor, who will visit your site to facilitate this important business analysis. If done well, this Business Assessment will bring your management team to consensus on the most compelling business issues you face and prepare your team to build a strong and successful digital business.

BEST PRACTICES TOOL

Using research based on the industry's profit leaders, the Best Practices Tool illustrates real-world scenarios to help transform and reposition your company with a host of proven recommendations. The knowledge gained from the Business Self-Assessment will assist you with bridging your unique gaps using suggestions and practical solutions for improving your company's business position.

These easy-to-follow steps enable your managers to strengthen areas such as digital competence, consultative selling, pricing, competitive analysis, workflow, variable data printing, new customer service requirements, overall management strategy and more. Outperforming the competition requires not only good ideas, but also solid methods to execute, and that is what the Best Practices Tool delivers. The sales, marketing, and general business sections of the Best Practices Tool are designed to provide a framework for readying your company to sell digital printing and other ancillary services to customers in leading industry segments.



The Business Self- Assessment and the Best Practices Tool will determine how digitally oriented your company is and illustrate real world scenarios to help transform and reposition your company with a host of proven recommendations.

Canon has developed Essential Business Builder sales and marketing tools with an industry focused approach to selling digital printing and related ancillary services

The production services section is designed to provide suggestions and solutions related to the customer work you produce in such areas as workflow, value-added services, variable data printing (VDP), creative services, database management services, digital asset management (DAM), mailing, fulfillment, Web-to-print services, and color management.

The customer service section offers recommendations and solutions pertaining to the key backbone of your organization, your customer service department. This section gives valuable information on building trust, expanding your customer base, understanding your marketplace, and training your staff.

INDUSTRY FOCUSED MARKETING TOOLS

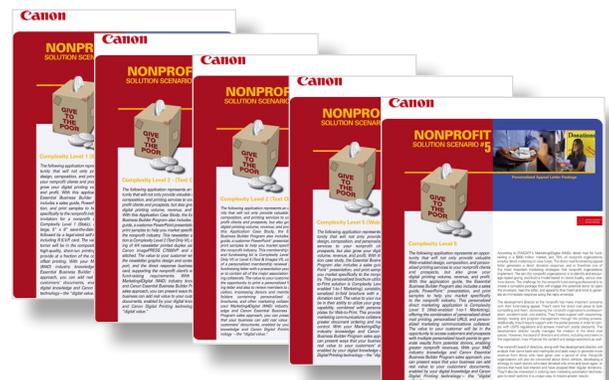
One key ingredient for business success is a strategic sales and marketing plan. Marketing must be a core component of any forward thinking company. Historically, this has been a weakness within the graphic arts industry. Canon wants to assist by highlighting relevant sales and marketing research for specific industry market verticals to educate business leaders.

To help imagePRESS C7000VP/C6000VP/C6000 and imagePRESS 1135P/1125P/1110P/1110S purchasers, Canon developed Essential Business Builder Sales and Marketing Tools with an industry focused approach to selling digital printing and related ancillary services. These tools include:

- PIA/GATF Marketing4Digital (M4D) industry reports plus 2-page executive summaries, emphasizing key information to help selling into particular industries
- Sales Guides that outline step-by-step plans for approaching customers in specific vertical segments
- Five document application solution scenarios for each profiled industry. These tools range in varying complexity from static print to complex Web enabled applications. Each scenario provides ways that digital technology can enable measurable improvement to the document applications and includes print samples that demonstrate this “digital value”
- Scripted presentations customized to the industry verticals illustrate the “digital value” that customers will receive from your imagePRESS C7000VP/C6000VP/C6000 or imagePRESS 1135P/1125P/1110P/1110S enabled applications



◀ Sales Guides
Five Solution Scenarios ▶





MENTORING

Canon identified the need in the graphic arts industry for resources to help its imagePRESS C7000VP/ C6000VP/C6000 and imagePRESS 1135P/1125P/1110P/1110S customers gain an insightful understanding of their current business situation, and develop a business plan to effectively leverage the purchase of their digital press. To this end, Canon has engaged a team of highly qualified, noted third party industry consultants (mentors), whose role is to act as an independent advisors to your company. Your Canon mentor will help you gain a better understanding of what it takes to build a digital business and marketing plan, and to create real end-user customer value with your imagePRESS digital press.

Your Canon mentor will facilitate business discussions with you and your staff and provide recommendations to help you build your business. The mentoring program consists of four components – pre-engagement, site visit, feedback report, and optional follow-up activities

1. Pre-engagement

Prior to the site visit, your mentor will discuss with you the program components and your expectations. The mentor will also send you a questionnaire, soliciting background information on your company to gain foundational knowledge.

2. Mentoring Site Visit

The site visits are customized and designed to fit around your company's busy schedule. There is a choice of a two or three day mentoring engagement.

The first two days of on site mentoring cover in more detail the Business Assessment and current state of your company's sales and marketing, production, and customer service readiness in regards to digital printing. Time will be spent with your sales team and management orientating them to the Essential Business Builder Program sales approach, as well as training them to better understand the vertical industry application tools.

An additional day of mentoring is available either consecutively after the first two days, or scheduled 30 to 60 days from the initial meeting. This day is dedicated to facilitating discussions around the development of a written digital marketing plan, highlighting opportunities discovered during Days 1 and 2. Companies may also select to have either additional intensive training, customer service training, or to examine customer lists to identify new digital sales opportunities.



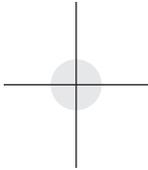
3. Feedback Document

Following the site visit, your mentor will deliver a feedback document consisting of information gathered during the site visit. Feedback will summarize the mentoring engagement, market opportunities, and strategies for driving sustainable digital growth.

4. Optional Mentor Follow-up

Additional on-site mentoring days may be purchased to be used as a company desires, including additional sales training, customer visits, and customer events or seminars. Canon mentors will be there every step of the way to help bring accelerated success to your business.

Canon understands that in today's challenging business climate a company can use objective, high-level assistance to position its products and services. The Canon Essential Builder Program meets this need with a practical, solution-oriented approach to business development that is uniquely tailored to meet your company's quest for profitable growth. Whether your company is a traditional commercial printer, mail/fulfillment house, or quick printer, the Essential Builder Program has the ingredients to aid you in achieving sustainable business success.



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