

Canon U.S.A. Delivers Information Management With Therefore Solution

Digital workflow is an increasing stressor on businesses managing the document capture, archiving, retrieval, and editing processes needed to meet demands. Previously, Canon, through its uniFLOW system, has assisted enterprises with the input and output of document workflow, but on July 15, the firm announced a software solution, now available in North America, in partnership with Therefore Corporation that connects these two ends of the process.

The Therefore information management solution allows end users to store, manage, and process not just documents, but information. Documents and files can enter the Therefore system through multiple routes such as dragging and dropping files or from a scanner or MFP. Therefore integrates with Canon's imageRUNNER ADVANCE and imageRUNNER MFPs and imageFORMULA DR scanners.

Companies can automate standard business processes, such as approving invoices, creating proposals, and fulfilling requests via electronic documents through Therefore Workflow. Dozens of international customer case studies are available on Therefore's [customer reference page](#), and span a variety of industries, including agriculture, construction, education, financial, healthcare, insurance, legal, manufacturing, non-profit, professional, public sector, real estate, retail, tourism, and transportation markets.

Additionally, Therefore provides easy retrieval of documents through its robust find and edit solutions. All documents can be searched in full text or by using specific index data associated with the document being sought. Administrators can allow access to view or edit documents based on end user needs and optimize the solution to automatically pass documents on to the appropriate next decision maker based on pre-set rules. Decision makers can add supporting information, make edits to, or simply approve documents within Therefore or via e-mail notifications, while users can be required to check out documents, maintaining the integrity of revisions.

Canon offers four Therefore editions to meet any business need. Therefore Personal is for the single-user environment such as a home office. The Workgroup edition allows five users to access documents, but includes only one document capture license, while the Essentials edition is limited to 50 users and five Therefore Workflow users. Therefore Enterprise offers unlimited users and Therefore Workflow licenses. Through Therefore Web Access, users can access company documents or workflows via any web browser and the Therefore Mobile App for iPhone, iPad, and Android allows users to search and view documents as well as participate in workflows from their mobile devices.

Starting this week, Canon will be providing full training to dealers desiring to offer Therefore as part of their MPS solution. Therefore can be fully customized off-site

and then integrated into a customer's business processes seamlessly, reducing on-site hours. Dealers can also choose to utilize Canon Professional Services to develop workflows if they prefer as Therefore will be backed by Canon U.S.A.'s sales and support infrastructure and technical support.

Implications

As basic MPS (Stages 1 and 2) becomes more commoditized, manufacturers and channel providers are looking for ways to move out of this increasingly cut-throat arena into advanced MPS (Stages 3 and 4), where they can provide valuable services and solutions beyond the printed page and printing device. For the provider, such offerings enable a higher revenue and profit stream, while the customer benefits from more efficient business processes and increased productivity from workers.

Businesses are looking for partners that can help them successfully navigate the journey from paper-based to digital workflows, and Therefore is an attractive solution for those companies whose ultimate destination is a seamless merging of hard copy and electronic information. Canon's firsthand experience with Therefore—the OEM uses this software in its offices in Germany, Norway, Spain, and Switzerland—ensures a thorough working knowledge of the features and benefits that can be gained from such a deployment, which can be passed on to end customers and channel partners alike.

While many manufacturers remain focused on the nuts and bolts of managed *print*, this announcement underscores Canon's commitment to managed *documents* and managed *information* and will help separate the firm from the pack. Other printing and imaging companies will need to step up their game to keep pace.