



## Business Challenges:

"We need to add new digital capabilities **to keep pace** with our competition."

"We want to deploy new hardware, but **don't want to disrupt** existing systems."

"Is there an easy way to offer **Web-to-Print** solutions?"

"We never want to **double spend** on a project because the color isn't right."

## PROFESSIONAL SERVICES

### PRODUCTION AND COLOR WORKFLOWS ANALYSIS

If you work in a commercial print shop, corporate reprographics department, or other print production environment, you have deadline, quality, and competitive goals that must be met.

At the same time, the market for your services is changing. Digital presses offer compelling new capabilities and opportunities to expand your business. But as you add new services, you still must ensure the efficiencies and automation during production and the accuracy of color print jobs.

Canon Production Workflow Analysis services focus on helping high volume print shops manage change and take advantage of new opportunities in the marketplace. They can streamline the deployment of new hardware, software, and services, while maintaining your current lines of business and levels of quality production. In addition, they can help you achieve the standards-based color and streamlined preflight and processing workflows you need to output jobs correctly every time.

#### Canon Production Analysis

Every time you introduce new equipment into a production environment, you face a variety of challenges. You need existing systems to continue to function at full speed; and new systems to seamlessly integrate with efficient processes and legacy data streams. Canon Professional Services can help you oversee a smooth and successful transition to a more capable and efficient business.

Examples of our services include:

#### Digital/Offset Integration

Canon experts can help you integrate new digital printers and equipment seamlessly with traditional prepress workflows and existing data streams.

#### Workflow Automation

Canon Professional Services can help you determine the right business rules and processes to efficiently and intelligently print profitable B&W or Color jobs.

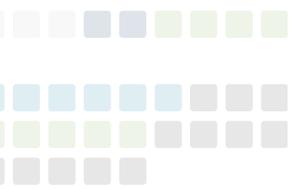
#### Web to Print

Web to Print solutions provide virtual storefronts where customers can order printed jobs via the Web. Canon Professional Services can help you set up Web to Print Services that streamline the ordering process and make it easy for your clients to submit their files for production.

#### Variable Data Printing (VDP)

VDP allows you to use data to individualize mailings, catalogs, and other printed pieces—increasing response rates and delivering better ROI for your customers. Canon Professional Services can assist you in building VDP processes and develop a successful one-to-one marketing business.





## Color Workflow Analysis

Managing color in a high volume print environment is very important part to your business. If a logo doesn't come out right, you may find yourself double spending on a project—and that just can't happen. Canon offers industry-leading expertise in standards-based printing, preflight and color file processing that can help you improve your color accuracy, consistency, and quality.

### Find out more

**Time is money when it comes to upgrading your production and color processes.** Canon Professional Services stands ready to help. Contact your Canon representative to find out more today.



### Get What You Expect

To get the most out of Canon Color Workflow Analysis services, you can start by making an assessment of your organization's production environment. Identify any pain points and detail the new capabilities you'd like your organization to have.

That way, you'll enable Canon professionals to uncover the best opportunities you have to stay in front of the competition.



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