Canon

USERS:
- Gain easy access to color when needed
- Boost the clarity and effectiveness of any type of printed document
- Convey ideas much more clearly and efficiently

IT ADMINISTRATORS:
- Monitor one high-quality networked MFP print device rather than many standalone devices
- Easily track – and manage – color print use by individual, department, company, and more

BUSINESS DECISION MAKERS:
- Offer convenient, affordable access to color so users can always move forward on projects without delay
- Reduce overall costs per page by providing black-and-white and color in one MFP

■ Boost communication efforts with affordable in-house color solutions:

Ideas are noticed and better understood when they are presented in powerful, persuasive color. A growing number of businesses seek to move toward in-house color solutions, but may have concerns about cost.

Canon Color imageRUNNER devices and software solutions deliver reliable access to high-quality color — with built-in controls that enable companies to carefully limit access to color. With Canon, your company can maximize color printing and copying on a device that's designed for everyday office use, and helps you keep costs per page low.

This Canon solution features:

- Canon Color imageRUNNER
- Department ID/SSO
- Access Management System
- imageWARE Accounting Manager
- imageWARE Accounting Manager for MEAP
- uniFLOW Output Manager

Canon
*image*ANYWARE

"If we could only print these in color, our staff could get their ideas across more quickly and easily."

"I hesitate to upgrade to a color-capable MFP. I'm afraid people might abuse it — and we can't afford that."

"Why does it seem like we constantly have to replace toner cartridges for our laser printers?"

COLOR

Communicate with Compelling, Cost Effective Color

Not every project requires color printouts. Black-and-white print capability can be sufficient for everyday work tasks. But in most professional environments, it can be essential to have access to convenient, in-house color printing.

Canon offers practical ways to transition your office from black-and-white to a combined black-and-white/color print solution. Access to in-house Canon color can boost the persuasiveness of everyone's work — while letting you control output costs over the long haul.

■ Before easy access to color MFP solution:

Black-and-white capability can be insufficient for many communication tasks.
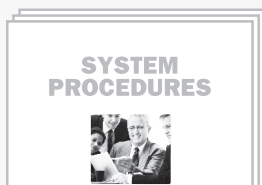
SYSTEM PROCEDURES
Training documents may be unclear.

BUSINESS PRESENTATION
Critical handouts may be unimpressive.
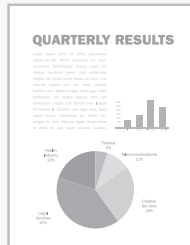
QUARTERLY RESULTS
Financial results may not be easy to follow.

Costs add up for numerous standalone color printers with high costs per page.

$ $$ $$$

MORE COVERAGE, MORE COST.

NEWSLETTER
Toner coverage 62%*
COST PER PAGE

PRESENTATION
Toner coverage 95%*
COST PER PAGE
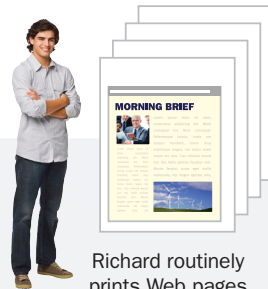
REPORT
Toner coverage 117%*
COST PER PAGE

*Toner coverage percentages calculated with the EFI MicroPress Server.

Decision makers are hesitant to migrate to a color MFP. They fear users may abuse access, and costs will go up.

MARKETING PLANS
Susan prints several rough drafts of reports and presentations.

MORNING BRIEF
Richard routinely prints Web pages and personal material.

PRODUCTIVITY
There are no limits preventing David from printing presentations with only one image per page.

Business Decision Maker

✗ Sales and marketing material printed in black-and-white may not impress clients.

✗ Employees print color without thinking about the cost.

✗ Multiple color devices are difficult to maintain, monitor, and support.

✗ Costs per page can vary depending on toner coverage.

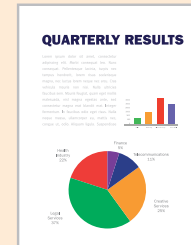## ■ With convenient, easy access to Canon color MFP:

Color can help you clarify ideas, gain attention, and boost comprehension.
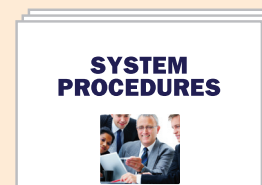
SYSTEM PROCEDURES
Clear training documents help employees learn quickly.

BUSINESS PRESENTATION
Clear, easy-to-follow handouts energize the team.

QUARTERLY RESULTS
Financial results are easy to understand.

One shared MFP is more efficient and affordable.

Color MFP

MORE COVERAGE, BUT SAME COST.

NEWSLETTER
Toner coverage 62%*
NO COST INCREASE
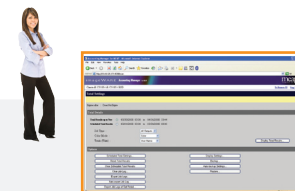
PRESENTATION
Toner coverage 95%*
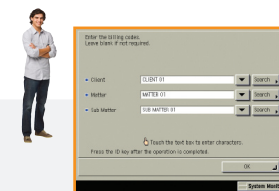NO COST INCREASE

REPORT
Toner coverage 117%*
NO COST INCREASE

*No increase in page cost when using toner inclusive contract.

Limits to color access are set according to user, department, and project.

Susan has a limited number of color pages she can print each month, tracked over the network.

Richard has to log in and attribute each printout to a business account.

David's presentations are set to print two per page unless authorized to print one per page.

Business Decision Maker

✔ Color presentations look more professional and have greater impact on customers.

✔ Users' color printing behaviors are easy to monitor and control if needed.

✔ Consolidating color printing through one MFP decreases overall costs per page.

✔ Toner inclusive contract ensures consistent page costs regardless of color coverage.