



See the Impossible

EXECUTIVE Q&A

MALKON BABOYIAN

Senior Vice President,

BISG Océ Products Marketing & Support,
Canon U.S.A., Inc..

Executive Vice President,

Large Format Solutions/Production Print Solutions,
Canon Solutions America, Inc.

How did you get started in the printing industry?

After serving as an officer in the Air Force, my first job in the printing industry was with a company that made blueprint and microfiche machines. In 1976, I approached Océ, which at that time was a small company that only manufactured wide-format equipment, with an idea to open up a sales office in Washington D.C. They took me up on the idea; I was hired as an area manager and my career with Océ began. I was named group vice president for the Wide Format division in 1990, becoming President later on. Then in 2003, I moved to Florida to lead the production printing division where I currently still reside.

In your time in the industry, how has the business evolved?

It's really ever-changing. When I first started in the printing industry, the focus was on analog copiers/printers and microfilm. The business then began to shift to digital toner machines, which we really thought was the ultimate solution - until the rise of inkjet. As a result of these shifts, Canon has reallocated research

and development funds to help continue to spur innovation in different areas. Through the evolution of the business, we have seen tremendous changes in our product portfolio reflecting the evolving demands of our customers. For example, while Canon has always been a pioneer of inkjet, we are now heavily investing into high-end inkjet technology - which you will hear much more about at PRINT 17.

What major trends are you currently seeing in the industry?

A major trend is the continued movement towards more inkjet-based devices. There is also an increased interest in workflow software. With how much we talk about our great devices, there is a tendency to underestimate the amount of investment that we've made in workflow technology, both in enterprise and production. Often times, customers make their decisions based on which workflow solution can help easily streamline their process and efficiently meet their business demands. Companies like ours are much more relevant when we can implement

effective workflow solutions that work hand-in-hand with our amazing printing technology.

Another big trend driving production print is in regard to omni-channel marketing. Marketing companies have discovered that there is value in supplementing print by utilizing tools like e-mail and augmented reality in addition to taking advantage of a variety of media types. By leveraging print output with these features, you get your message in front of more people, more often. What we're doing to stay ahead of the curve is to make sure that our customers have these options available to them, which you can see in this very newsletter, where we feature augmented reality technology.

How does "One Canon" benefit the customer? Have you seen it at work?

With a "One Canon" approach, our customers' now have easy access to some of the best technology and solution experts in the industry, whether production, large-format, enterprise, solutions, cameras, security, etc. We see increased cross-pollination among groups under "One Canon" which provides our customers full access to the breadth of Canon's portfolio. Sales reps are now tapping into other divisions to include experts from Canon into their accounts, which makes us better able to help solve the challenges of our customers. Now, production customers are being introduced to enterprise solutions and large-format offerings and vice versa, which is something that didn't previously take place. We're very encouraged by the results that we've seen and have received positive feedback. Dealers are reaping the benefits and analysts say "it's about time." Within this newsletter, you can read examples directly from the field in regards to the benefits that they are experiencing through the "One Canon" strategy.

Would you be able to speak a bit about PRINT 17 and what guests can expect to see in the Canon booth?

As Chairman of NPES, which organizes the event, I can tell you first-hand that this is going to be one of the best PRINT shows ever. We're happy to note that floor space is sold out and almost every vendor has expanded the size of their booths to display new technology - very exciting! PRINT 17 is really about what's available to our customers to improve their businesses today into the next year. It's one thing to go to a company's event to see what they're offering; it's another to have an industry event like PRINT 17, where guests can see the entirety of the industry. From a business perspective, PRINT 17 isn't about selling or signing contracts, but rather about building new relationships that lead to sales.

For Canon, a big focus for PRINT 17 will be the company's growth in graphic arts technology. Our graphics arts portfolio

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has become wide reaching and will continue to grow with future announcements. I really think Canon is going to shock the industry with how good our technology is and how it will benefit graphic arts customers.

We expect it to be a special show and are really looking forward to it. ●

