

you can  
**Canon**

**Business  
Development  
Services**

Outstanding support and services  
for your digital print operation

“

*I want to work with a partner  
that I can totally depend on.  
One that understands my business  
and is there to support me  
whenever I need it.*

”





“The right partnership is key to a sustainable, successful future in print.”

# Choose a partner that's committed to developing your business

Successful businesses are those that relish new challenges, viewing them as opportunities to stand out from the crowd. Sometimes though, it's not possible to see how. With Canon's Professional Services you can enjoy the knowledge and capabilities to embrace new opportunities and secure a prosperous future in print.

## **Evolve your business**

To stay fit into today's changing world you need to be adaptable. New customer needs require different approaches. Sometimes this involves new technology - such as variable data printing - or the adjustment, or re-engineering of your current business processes. Whichever, the effect on your organisation and staff can be significant. It's an area where Canon can help.

Our industry specialists offer the skills and expertise to help you maximise profit potential from all of these areas. With our help a simple re-engineering or more complex integration can bring significant results.

## **Exploit opportunities**

Delivering against deadlines and meeting increasingly demanding customer needs - it's a business cycle that defines many print businesses - and it leaves little time to exploit new opportunities. By partnering with Canon's team of dedicated specialists you can instantly add a new level of resource to your business.

Our teams are skilled at identifying and helping to develop new, profitable revenue streams and services, and then integrating them smoothly and efficiently into your business. So with Canon's help you can have eyes and ears on today and tomorrow.

## **Valuable partnerships**

To complement our innovative print solutions, we partner with other leading providers in the print and creativity fields to ensure we can offer leading-edge solutions to your business. You don't have to worry about dealing with numerous suppliers, since purchase, installation and ongoing management can all be handled by Canon.

We also work closely with industry bodies across Europe and regularly receive independent accolades, such as Supplier of the Year 2005 from the British Association of Printing Companies.

**You need a partner who delivers straight-forward support for your production processes.**

“You need a partner who understands productivity is critical and reacts accordingly.”



In your business, time is money. We recognise this and that's why Canon provides modular and flexible support services, designed to complement the unique way your business works. We'll provide the right balance of consistent performance, reliability, value for money and exceptional support.

## Outstanding support that keeps your business performing

### Absolute confidence

**Canon's flexible support contracts give you the confidence you need to stay focussed on delivering business objectives:**

- Assigned in-field specialists understand the importance of your production processes and work towards achieving maximum uptime.
- Service coverage and response times can be enhanced to cater for seasonality.
- Remote diagnostics and telephone support means faster responses to potential problems.
- Our specialists also carry out preventative maintenance to protect and maximise your hardware investment.
- Customer training ensures your investment is up and running and delivering a return in the shortest possible time.

- Labour and parts are inclusive affording far better financial control over your operation.
- An integrated approach to support all parts of your production processes.
- Customer training ensures your investment is up and running and delivering a return in the shortest possible time.
- Labour and parts are inclusive affording far better financial control over your operation.
- An integrated approach to supporting all parts of your production processes.

### Dedicated specialists

Every Canon customer can rest assured in the knowledge that they are supported by a world-class organisation. Canon has a network of over 5000 technicians across Europe, with a dedicated professional print team of 350 in-field technicians delivering specialised technical support, assistance and advice.

### Professional Print Competence Centre

At Canon we constantly strive to exceed our customers expectations by continually investing in frontline support and services, such as the Professional Print Competence Centre based in Germany. This centre not only serves as one of our Pre-Delivery Installation hubs but also acts as a Pan-European focal point for technical specialists to share skills, ensuring the highest quality of service provision.

**Canon's support services contract means dedicated, expert teams who are completely focussed on meeting your needs.**

# Completely in-tune with your financial needs

Appreciating your financial situation is integral to our role. That's why we offer terms that are not only competitive but are flexible enough to address the constraints of your cashflow. In doing so, we help your business develop on a sound financial footing, backed up by the hardware, software and outstanding support that Canon provides.

## Finance that fits

You don't take investment decisions lightly - cashflow is critical in print. So we make sure that when you talk to Canon, your situation is carefully considered and a financial agreement reached that takes account of your

circumstances and is relevant to your marketplace. With Canon you can explore a range of variable financial packages with customised terms enabling you to invest and prosper on a sound financial basis.

## Valued relationship

We're continually striving to improve the way we support your business. It's an approach that we know you value. Why else would independent research show that our customers are more loyal than any of our competitors?

We commit to deliver against our promises. So whether you need to exploit new opportunities or maximise your uptime, Canon is your digital partner of choice.

Pan European Customer Service Survey\*

Service Satisfaction

| 1 | 2 | 3 | 4 | 5 |



On a European level, Canon performs better than other digital print providers, on all key service aspects.

“You value a company that appreciates that your financial needs are different to other businesses, and can provide financial solutions that address them.”



**We're committed to building your business and helping you achieve the highest possible return from your investment.**

\* Source: TNS NIPO November 2005 – Research is based on Canon customers who also own one or more pieces of competitive equipment.

BUSINESS DEVELOPMENT SERVICES

Talk to Canon and be  
confident about the future.

**efi** | essential to print

**gretagmacbeth**  
YOUR COLOR. PRECISELY.

**NTware**  
Systemprogrammierung GmbH

  
OBJECTIF LUNE

you can  
**Canon**

Canon Inc.  
[www.canon.com](http://www.canon.com)

Canon Europa N.V.  
[www.canon-europe.com](http://www.canon-europe.com)

0000W000© Canon Europa NV 2006

