



**LIFT AND SHIFT CRITICAL
BUSINESS PROCESSES TO THE CLOUD**
CLOUD FOR BUSINESS

SMART CHANGE STARTS HERE.



KEY BENEFITS OF CLOUD SOLUTIONS?

While cloud solutions are widely known for their agility, scalability, and affordability, there are other benefits that your organization should consider.

Flexibility

As your organization grows, cloud solutions make it easy for you to accommodate new customers, services, processes, technologies, and locations without disrupting your existing operation or user productivity.

Security

Many cloud-hosting data centers can be more secure than an on-premises server. Vendors typically employ third parties to perform routine security penetration testing and vulnerability assessments of their data centers. In addition, most hold accreditations such as ISO 27001 and SSAE-16 attestations that validate such best practices.

Innovation

Point releases and major updates are usually included in a cloud solution subscription. With access to the latest features and functionality, you can help deliver more innovation and value to your customers.

IS THE CLOUD SAFE?

The recent history of public clouds has demonstrated that brand-name, multitenant, public cloud services are highly resistant to attack, providing a more secure starting point than most traditional in-house implementations. The cloud business model and the realities of internet visibility provide huge market incentives for service providers to put a higher priority on security than is typical of end-user organizations. This includes physical security, their technical and process approach, and their undertaking of formal third-party security evaluations.

LOOK TO THE CLOUD FOR AGILE AND SMART OPERATIONAL SOLUTIONS

The Canon Solutions America Cloud for Business can help print service providers affect a successful digital transformation by offering cloud-based operational solutions that can increase agility, operational efficiency, and worker productivity as an economical alternative to expensive, and IT intensive, on-premises options. Cloud-based SaaS solutions are typically offered as a subscription model, which enables service providers to acquire new technology as an operational expense versus a capital expense, helping to maintain a healthy cash flow.

Lifting and shifting operational systems methodology such as MIS, web-to-print, workflow automation, make-ready and color management can result in a lean print manufacturing that can help increase productivity and profitability. The cloud can offer new innovative solutions such as secure proofing and cross-media products and services that can help to expand business opportunities without enduring a complex learning curve.

When MIS resides in the cloud, production managers can spend more time on the shop floor, helping to ensure that long- and short-run jobs deliver flawlessly with high quality. The cloud can mean mobility that provides the freedom to roam and intervene quickly should a bottleneck present itself.



CAN THE CLOUD SAVE YOU MONEY?

Many organizations choose the cloud as a way to reduce hardware, software, and payroll costs. While this may be ideal for some organizations, it requires due diligence by your company's financial experts. The cloud also creates opportunity for purchasing IT solutions as an operational expense (OPEX) instead of a capital expense (CAPEX).



WHAT CAN THE CLOUD BRING TO YOUR BUSINESS?

Color Management

When you manage color via a cloud-based solution, you can maximize your resources. It can take much of the heavy lifting out of profiling your input and output devices. From pre-press monitors, flatbed scanners, and camera stations to inkjet and EP digital presses working in harmony with multi-color offset and web presses, it can bring consistent high quality results that can amaze your clients every time, no matter what medium they choose.

You can enjoy all the benefits of G7 compliant output in a simple, state of the art, easy to deploy, and user friendly solution. By verifying color output before you print, the costs of having to do re-work and correct mistakes are significantly reduced.

Additionally, with this kind of versatility, it provides the ability to upload unique house targets and achieve verifiable color managed workflows that meet unique non-standard color requirements. You can use any or all of the standards that best suit your workflow.

Workflow Automation

Bottlenecks and re-prints are the bane of every print service provider and solutions that are cloud oriented can help deliver consistent and predictable results. From pre-flight and imposition pre-press chores to oversight of RIP and processing techniques, the same agility that cloud delivered color management provides, these tasks can be integrated seamlessly as an integral part of workflow automation as well.

As a key component of Cloud for Production, you can take advantage of a new mobile, cloud-based approach to MIS that includes a fast means of generating market-driven pricing, job management, inventory tracking, real-time job tracking, and estimating.

This type of affordable yet powerful approach to digital workflow automation and customer service offers comprehensive solutions for commercial, large format, label, and specialty graphics applications. It simplifies difficult file management tasks and processes to optimize efficiency and production throughput.

Cross-Media Communications

Cross-media production can help take your business to another level. It can open new windows of opportunity to expand goods and services to your existing clients as well as the pursuit of new clients. No longer does incorporating these capabilities mean high investment and extended learning curves for your team. The cloud brings simplicity and automated convergence between paper-based and electronic mediums.

With cloud based cross-media solutions you can quickly create rich personalized communications across nearly any medium, including email, web, print, mobile, and social media. Help enhance the efficacy of your internet or mobile applications by using image personalization and variable documents to make your web pages, online shops, and web-to-print applications more attractive.

Incorporate personalized images in your emails which enhance the content of your advertising message and trigger a higher response rate. In addition to the responsive design capabilities, it includes automated workflow attributes for print production, from Adobe® InDesign® based document creation or image personalization to print production.

eCommerce Storefronts

Digital storefronts can be a gateway to helping improve customer service and operational efficiency. By offering an electronic inventory of repeat jobs, your clients can enjoy the luxury of ordering, proofing, purchasing, and shipping without leaving the office. The benefits for service providers are widely proven across the industry. Hosting in the cloud helps reduce the IT burden and ensures timely and routine technology updates and patches that can contribute to the security of your business.

Similar to cross-media cloud offerings, today's web-to-print eCommerce storefronts typically include "mobile-first" responsive designs for branded sites to ensure proper display, regardless of the viewing device being used. Open architecture and xml based web services can open up integration possibilities with MIS, ERP, workflow and other third-party systems you may already own or decide to acquire later.

Whether you apply it to B2C or B2B transactions, the many dynamic features and functionality, in terms of online pricing, interactive templates, and payment and shipping, make cloud based eCommerce storefronts a positive experience for both end user and service provider.



Business Process Management

When MIS resides in the cloud, production managers can spend more time on the shop floor ensuring that long and short run jobs deliver flawlessly with maximum quality. The cloud can mean mobility that provides the freedom to roam and intervene quickly should a bottleneck present itself.

As we mentioned previously, a cloud based MIS includes a fast means of generating market-driven pricing, job management, inventory tracking, and real-time job tracking and estimating. Similar to the dynamic features of SaaS eCommerce storefronts and workflow automation solutions, interoperability is one of the most valuable attributes.

You can automate your workflow with multiple integration options via an API or Zapier app. Other features include:

- Tailoring your production capabilities - User-defined production workflows
- Tailoring to your business/products - User-defined interactive estimates and job views
- And much more

Secure Proofing

As the move to expand your business online ensues and the need to deliver proofs electronically to clients in regulated industries increases, the ability to protect the confidentiality, integrity, and availability of those proofs can become critical. Consider implementing a portable cloud-based encryption system that enables you to control access no matter where or when sensitive materials need to be transported securely.

The viewable life of those proofs can be limited to a specific length of time. The dynamic access controls enable service providers to restrict recipient permissions to eliminate printing, copying, imaging, and even electronic distribution.

This file level security includes the ability to track or geo-locate the file so that you know where it is at all times and the proof is actually where it should be. There are full audit capabilities in the event that you may be called upon by your clients or the authorities to account for your operation's due diligence in protecting PII and intellectual property.

LEVERAGE THE NEW OPPORTUNITIES OF THE CLOUD

The lift and shift strategy of moving on-premises applications and processes to the cloud is happening more and more today, notably as part of the trend toward digital transformation.

Organizations are finding they are able to do more with budgets and focus on their core business, rather than expending capital and taxing their precious resources to maintain a status quo.

The Canon Solutions America Cloud for Business can help your organization leverage these new opportunities. We offer a wide range of solutions that can help increase your agility, operational efficiency, security, and productivity, while offering a cost-effective alternative to expensive, and IT intensive, on-premises options.



For more information about how the Cloud for Business can empower your business without a lot of heavy lifting, contact your local Canon Solutions America sales professional or visit csa.canon.com

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