IT'S ALL ABOUT PERFORMANCE

PERFORMANCE
RESOURCE
CENTER

POWERED BY CANON SOLUTIONS AMERICA

THE PERFORMANCE RESOURCE CENTER CAN HELP YOUR OPERATION THRIVE.

In today's market, everyone is demanding more efficient and effective marketing and business communications. Customers need convenient single-source providers who can deliver on time and maximize their return on investment. Many organizations are reconsidering whether their in-plants are solid investments. In-plant operations represent a tremendous value to their. organizations, but many lack the kinds of business tools and resources necessary to help them deliver that value.

The Performance Resource Center is a web-based portal that our customers can access 24/7 and is included with the purchase of any imagePRESS Series or Océ VarioPrint 6000 Series production device. The Performance Resource Center can help quantify your operation's value to your parent organization, streamline daily management tasks, create awareness, and empower you to shift your operation from a cost center to a profit center.

The portal includes a suite of management tools that can assist in optimizing daily business tasks and address key challenges. These tools can help you evaluate your operation, and the center provides easy-to-use plug-and-play templates to assist with the most tedious management tasks.

Operational Assessment & Benchmarking

The Performance Challenge is a benchmarking and assessment tool that can help to uncover gaps in your operation, while highlighting your strengths so you can build an effective plan for moving forward.

The Performance Challenge was developed in collaboration with research and analysis firm InfoTrends. It scores users based upon industry analysis and benchmarks borne out of exhaustive InfoTrends research. The Challenge addresses in-plant operational performance in five key areas:

- Management, benchmarking and customer service
- Range of products and services
- Production workflow
- Awareness
- Competition and insourcing

Business Sales Tools

This is a full suite of calculators to assist you in selling new products and services to customers by demonstrating return on investment. The suite includes:

- Print on Demand (POD) ROI
- Direct Marketing Campaign ROI
- Reverse ROI—Achieving Direct Marketing Campaign Goals

Marketing Tools

This suite of tools can assist you in creating awareness for new and existing customers. It includes:

- Open House Kit
- Targeted Marketing Guidelines
- VDP and Static Promotional Postcards
- Services Brochure

Management Tools

These tools address key areas such as Justification, Marketing, and Business Planning. This suite also includes surveys to help keep you informed about your operation, and plug-and-play templates to assist you with creating requests for proposals (RFPs).
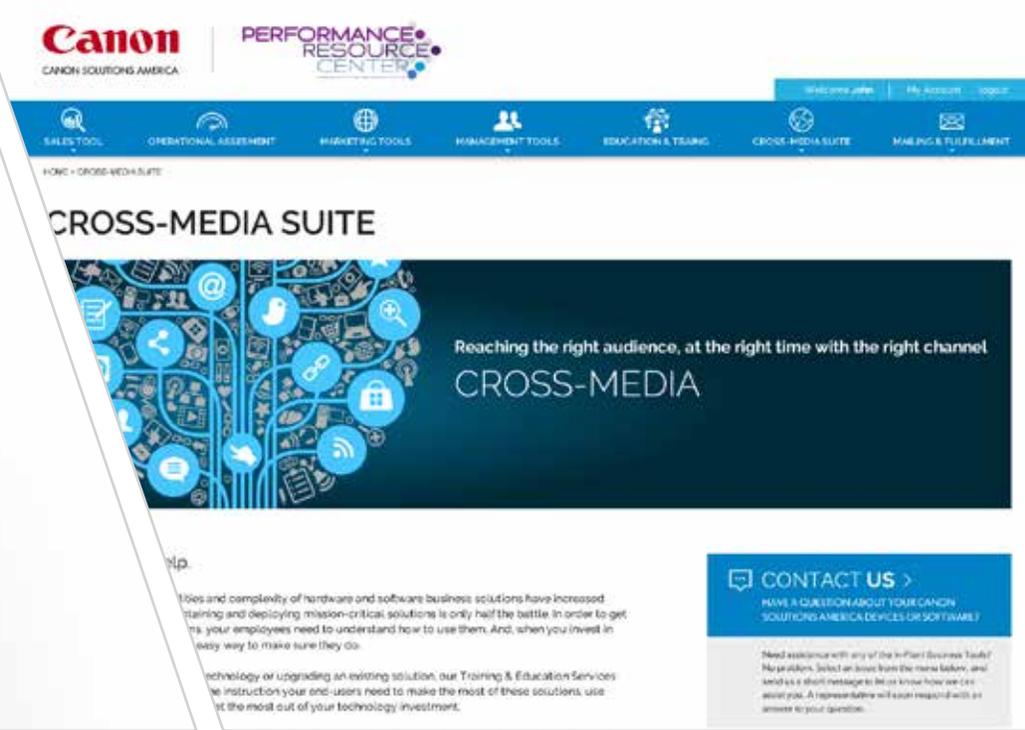
Justification Suite

Justifying the acquisition of a digital production system or a software solution can often be an uphill battle. Tell administrators your story with the numbers. The Justification Suite provides calculators to demonstrate the return on investment by identifying fully-burdened operating costs against the anticipated gain in revenue and improved efficiency of such an acquisition. It even includes a break-even analysis to satisfy the most discriminating decision maker.

Surveys

You can't improve what you don't know. Reach out to your customers with the Customer Survey to understand what is working and where you need to improve. Happy co-workers are productive co-workers, and by utilizing the Staff Survey, you can ensure that you will get the best from your team. Both surveys are Microsoft® Word plug-and-play templates that are ready to go.

Marketing & Business Plan

Managers can utilize the data gained from the Justification Suite and Surveys to plug into this Microsoft® Word template. You can use it to develop a comprehensive business and marketing plan to demonstrate to your parent organization that your operation is indeed a solid investment.

Request for Proposal (RFP) Suite

At Canon Solutions America, we understand how cumbersome and time-consuming creating a successful RFP can be. We went to great lengths to ensure that these Microsoft® Word templates reflect RFP best practices and are sourced from interaction with in-plant managers and other non-Canon Solutions America entities. The suite covers the following products:

- High-Volume Production Printer RFP
- MFP/Copier RFP
- Web-to-Print Software RFP

Education & Training

In recent years, the capabilities and complexity of hardware and software business solutions have increased dramatically. Identifying, obtaining and deploying mission-critical solutions is only half the battle. In order to get the most out of these systems, your employees need to understand how to use them. And, when you invest in Canon technology, there's an easy way to make sure they do.

Whether you're new to Canon technology or upgrading an existing solution, our Education & Training Services program can provide you with the instruction your end-users need to make the most of these solutions,

use them to their full potential, and get the most out of your technology investment.

The modular structure of our Education & Training Services suite gives you the chance to identify the level of expertise your employees need to achieve so you can tailor a program to help them get there.

From basic hardware training to comprehensive software application guidance, our professional trainers can help you meet the hardware and software training needs of each and every member of your organization.

We're also flexible when it comes to how we train your staff. Our training delivery model offers a variety of learning methods, including on-site or web-based instructor-led training as well as self-paced eLearning. We can even provide unique, customized classes, tailored to meet your specific training requirements.

Some of the courses we offer include:

- End-user training on Canon hardware solutions
- Advanced RIP (Raster Image Processor) training
- Color management training
- End-user and administrator training for software solutions
- Operator training for Canon production color and black-and-white digital presses

MENTORING PROGRAM

Canon Solutions America has engaged a team of highly qualified third-party noted industry consultants (mentors) whose role is to act as an independent advisor to your in-plant operation. Mentors can help you develop a better understanding of what it takes to deliver maximum value to your customers and then build a business and marketing plan that will help you become a "World-Class" operation. The mentoring program consists of four components: pre-engagement, site visit, feedback report, and optional follow-up activities.

Cross-Media Suite

Expand your services to offer customers a wide range of business and marketing communications with our Cross-Media Suite. Linking a print, email and social media campaign has never been easier. This simple pay-as-you-go and cloud-based system can transform you into a marketing maven in just seven easy steps. You don't need to make a large investment or suffer a huge learning curve to get in the game.

A user friendly wizard guides you through the entire process, from the campaign design to the results measurement. Now you can offer the right communication to the right person in the right method. Choose from:

- Print
- Email
- A PURL with a landing page
- Text Messaging
- Social Media converter
- Or combine all of the above.

Mailing & Fulfillment

If you offer mailing services, chances are you have probably been frustrated more than a few times by navigating the United Postal Service website and the USPS RIBBS site looking for helpful information about rates, or shipping specifications or best practices. The USPS does provide some great tools and resources, but often they take time to uncover and are sometimes scattered across multiple locations.

The Performance Resource Center has made it easy for you to locate some of the most popular and important assets. Just click on the appropriate link and you'll be instantly transported to that location.

Get easy access to:

- Informational Content (PDF Documents)
- Web Tools
- Shipping Tools
- Rate Calculator
- Postage Options
- Delivery Information
- Carrier Pick Up

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WHY CANON SOLUTIONS AMERICA.

Canon Solutions America recommends forward-thinking strategies to achieve the highest levels of information management efficiency for your unique business needs. Using superior technology and innovative services, we then design, implement and track solutions that improve information flow throughout your organization in environmentally conscious ways, resulting in greater productivity and reduced costs.

There are many reasons why you should choose Canon Solutions America as your provider for document management solutions. Benefits include:

- A Canon U.S.A. Company
- Enterprise Managed Services
- Professional Services
- Global Capabilities
- Certified Training and Support
- Flexible Finance Options
- Single-Source Solutions Provider

- Managed Document Services
- Nationwide Coverage
- Customized Industry Solutions
- Genuine Canon and Océ Parts and Supplies
- Diverse Range of Input-to-Output Technology

But that's not all. As a company that is dedicated to your needs, we support our solutions with highly skilled professionals and advanced diagnostic systems to maintain peak performance. And with ongoing consultation, we can further your document management capabilities to ensure the highest level of satisfaction and productivity.

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For more information , call or visit
1-800-815-4000 **CSA.CANON.COM/PRC**

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