



**CUSTOMER
COMMUNICATIONS
MANAGEMENT ONLINE
(CCM ONLINE)**

Canon

CCM Online is a cloud-based Canon-managed service, which delivers more effective and engaging two-way communication with your customers, and a profitable impact on your business.

It uses a number of services including Processing, Delivery, Email, Print & Mail and Bounce to Print services – to deliver personalised transactional communication such as bills, bank statements, insurance policies, notices and invoices as well as direct mail.

Canon takes care of the full end-to-end process; securely preparing, composing and delivering communications to your specified output channel in a standardised and managed way.

Our CCM services portfolio is also continuously expanding, based upon customer feedback and market trends; plus you can mix our CCM Online offering with traditional CCM On Premise services as required.



YOUR BUSINESS CHALLENGES

Improving customer experience

Your old legacy systems and processes need to become more customer centric and provide an improved customer experience.

Moving to the cloud

A smaller IT department and budget, or an internal lack of skills and/or resources, makes it extremely challenging to outsource to the cloud, especially where GDPR is an issue.

Lack of resources

You don't have the in-house capabilities and resources to manage and maintain a CCM solution yourself.

Compliance and regulation

Regulations are becoming more demanding and complex, whilst the penalties for non-compliance are increasing at a significant rate e.g. GDPR.

Operational efficiency

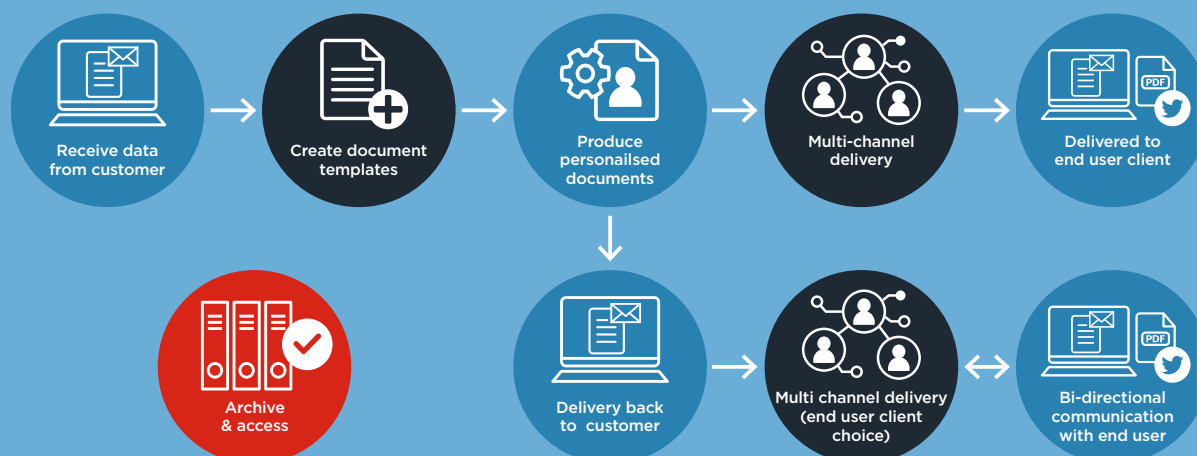
Your customer services need to respond faster to customer requests, but you can't afford the necessary On Premise implementation investment.



HOW CCM ONLINE WORKS

Distribution model

The distribution model is a Managed Service on a Cloud Based hosted platform. Canon hosts and manages the service for you.





AVAILABLE SERVICES

Processing

The mandatory Processing Service receives customer data files from your (legacy) ERP, CRM and LOB systems, via the widely used and proven Secure File Transfer Protocol (SFTP), and creates communications ready for the type(s) of delivery you want. Value is added by applying data definition, page layout and production configurations for print ready or other electronic formats.

The Processing Service is fully automated and comprises the following steps:

1. You send data files to Canon via SFTP (N.B. you cannot access the data or platform after file delivery)
2. Files are checked for viruses and data structure is validated
3. Data goes into the composition engine
4. Content of the communication is validated
5. Communication is delivered via your agreed output channel

Processing usage is reported to you.

Delivery

Processed files can be sent back to you via SFTP for further processing and/or delivery to your end user client. Files can be delivered in one or a combination of these formats: PDF, PostScript, AFP, HTML, XML.

Delivery usage is reported to you. You will be notified via email when your processed files are available for download. Files are removed after retrieval or by agreed schedule if they have not been retrieved for a prolonged period of time.

Email

The Email Service delivers processed communications direct to your End User Client via email and includes bounce reporting. Information can be in the email body and/or in attachments.

Emails are fully authenticated, as agreed with you, and recipients will experience the email as if it was sent by you via your customer domain name, even though it was sent by Canon.

Emails that bounce or otherwise fail will be reported. If you have the Bounce to Print service, the communication will then be prepared for printing and delivered to your end users via Delivery Service or Print & Mail Service.

Email usage is reported to you.

Print & Mail

The Print & Mail Service takes care of both print production and mail delivery to the final recipient:

- Canon arranges printing and finishing
- Communications are delivered to the (local) postal service for mailing
- Print & Mail is invoiced separately from the other services

The Print & Mail Service depends on local availability. You will receive a report on Print & Mail usage.

Bounce to Print

This service automatically delivers print ready files via another delivery service or via the Print & Mail Service if email delivery fails (sometimes after several attempts).

Hosting and Application Management

- The CCM Online platform is hosted in dual data centres located in the EU (Frankfurt) and managed by European support teams
- Email is handled by a certified third party email provider
- Infrastructure and application management support available in business hours.

Security

The CCM Online platform is designed and built on a robust infrastructure that is compliant with Canon Security standards and policies including:

- Vulnerability and Policy Assessment
- ISO27001, PCI and Canon's GDPR protocols
- Application, Infrastructure and Synthetic Monitoring
- Host Based Antivirus
- IPS/IDS
- Tested according to Canon Security policies.





KEY BENEFITS FOR YOUR BUSINESS



Cost savings

You don't need to deploy and maintain expensive IT infrastructure, or to recruit/employ specialist IT resources. You can create your customer communication templates without waiting for IT.



Improved customer experience

Consistent multi-channel delivery of highly personalised and on-demand communication improves your customers' experiences.



Compliance and security management

The CCM Online platform is fully compliant with Canon's rigorous ICT guidelines, can mitigate against many of your compliancy issues and is in line with European personal data regulations.



Adaptability to new trends

The CCM Online platform can easily link to Social Media as well as incorporate new communication channels such as Augmented Reality.



One single point of contact (SPOC)

By having a SPOC managing the infrastructure of the CCM Online platform on your behalf, you can enjoy fast resolution of any service interruptions and improve your customer experience.



Reduced professional services costs

Implementation via a remote configuration protocol means that fewer on-site resources are needed compared to an on-premise solution – reducing your costs.



Expand delivery capabilities

Canon's CCM Online solutions are now available via all forms of implementation, including on-premise, Public Cloud and as a Managed Service.