YOUR GUIDE TO

CREATIVE WORKSPACE SOLUTIONS

Canon

In a digitally saturated world, it's harder than ever to produce effective, memorable, and creative campaigns. Consumers report experiencing digital fatigue and distrust, with 42% of people feeling concerned that their digital activities could negatively impact their physical condition[1] – it's common for people to opt out of digital marketing content such as email communications, making it harder to reach the optimum audience.

To stand out from the crowd, it's important to consider the role that print might play alongside digital communications in creating personalised marketing materials that grab customers attention and provide a worthwhile ROI.

1 - 2024 Connected Consumer Survey, Deloitte.

INTRODUCING CREATIVE WORKSPACE SOLUTIONS

Creative Workspace Solutions from Canon is a bespoke package of hardware, software and services which enables you to create exceptional print marketing materials and business communications on demand, within the office environment.

Blending seamlessly with pre-existing workflows, Creative Workspace Solutions is your one-stop solution to achieving increased customer engagement, increased productivity, enhanced sustainability, and effective cost savings without compromising on quality and security.

EXPAND YOUR CAPABILITIES

Creative Workspace Solutions from Canon are designed to support you in achieving the unique communications goals of your business – whether you're creating brochures and flyers or contracts and electronic invoices, jobs which you would previously have outsourced can now be created and printed in the office environment.

Using the advanced technology of Canon's devices, as well as your choice of easy-to-use software, you can achieve superior quality output in-house, across a wide range of media, without compromising on quality or speed.

Benefits:

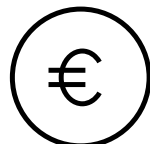**Enable collaboration with an intuitive solution that doesn't require specialist knowledge.**

Improve sustainability with energy-efficient devices, insights for optimising the print environment, and preview capabilities to prevent unnecessary paper waste.

Increase customer engagement with high-quality marketing materials.

Increase productivity with a streamlined production schedule and automated processes

Enhance cost efficiency with full usage visibility to help save on operational costs.

Strengthen security with 360-degree security features and services.

CHOOSE A PACKAGE THAT MEETS YOUR GOALS:

Creative Workspace Solutions can be customised to suit your unique requirements for creative marketing materials and business communications. Select the option that best suits your business needs.

Creative Marketing Materials on demand:

Increase customer engagement by creating exceptional marketing materials on demand straight from your office floor, saving on outsourcing costs and production time. Have the flexibility to change and customise documents to each customer, saving time and budget with full control over your job.

Key applications:

- Direct mail
- Brochures
- Sales flyers
- Promotional materials
- Invitations
- Manuals
- Reports
- Catalogues
- POS
- Business cards
- Posters
- Short-run customised packing
- Presentations

Business Communications:

Secure and sustainable solutions to increase productivity and enable digital transformation with workflow automation, while improving customer experience and reducing costs. Produce and distribute internal business documents, from presentations and reports to contracts and invoices, with ease.

Key applications:

- Electronic invoices and statements (printed/digital)
- Letters (printed/digital)
- HR communications
- E-forms
- Contracts
- Technical documentation
- Information packs (printed/digital)
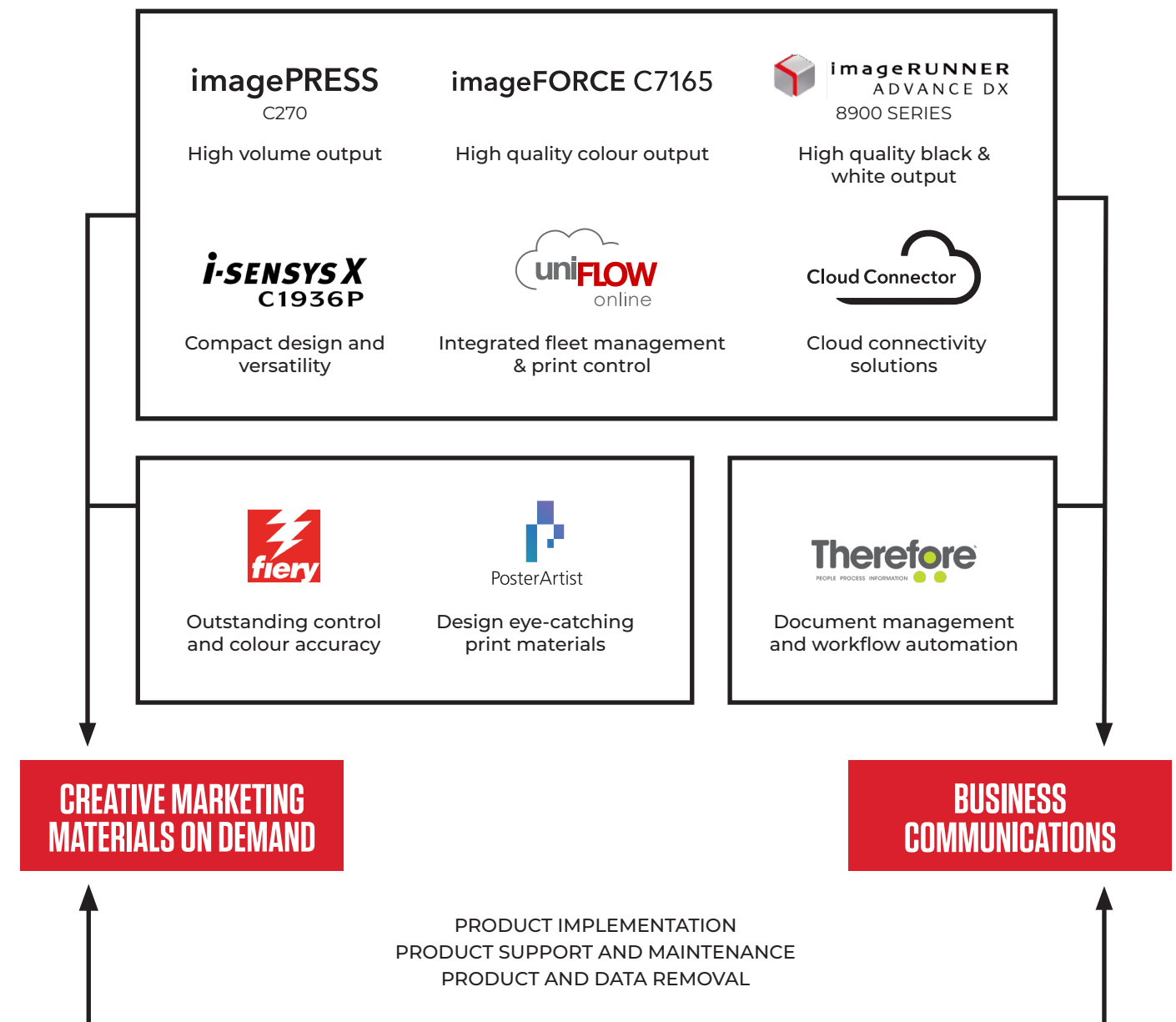- Presentations
- Reports

PERSONALISE YOUR CREATIVE WORKSPACE SOLUTIONS...

With two multifunction device series and a wide range of software options to choose from, you can select your unique package of solutions to suit your exact requirements.

CREATIVE WORKSPACE SOLUTIONS

imagePRESS C270
High volume output

imageFORCE C7165
High quality colour output

imageRUNNER ADVANCE DX 8900 SERIES
High quality black & white output

i-SENSYS X C1936P
Compact design and versatility

uniFLOW online
Integrated fleet management & print control

Cloud Connector
Cloud connectivity solutions

fiery
Outstanding control and colour accuracy

PosterArtist
Design eye-catching print materials

Therefore
Document management and workflow automation

CREATIVE MARKETING MATERIALS ON DEMAND

BUSINESS COMMUNICATIONS

PRODUCT IMPLEMENTATION
PRODUCT SUPPORT AND MAINTENANCE
PRODUCT AND DATA REMOVAL

Benefits:
- Versatility
- Increase productivity
- Automate processes and reduce errors
- No specialist knowledge required
- Peace of mind with 360-degree security

...HERE'S HOW:

1 Choose your Hardware

imagePRESS C270
A3 colour multifunction device providing high speed printing and scanning with high paper output, multiple paper sizes and formats, and 360 degree security.

imageFORCE C7165
An intuitive multifunction device empowered with smart and innovative features that enhance high quality output.

imageRUNNER ADV DX 8900 Series
A secure and high-speed mono multifunction device providing wide range of finishing options and efficient workflows.

i-SENSYS X C1936P
A compact A3 colour laser printer that combines flexibility, quality, and efficiency in a space-saving design.

2 Choose your Option

For Creative Marketing Materials on demand, choose:

uniFLOW online
Automation, 360 security, cloud connectivity, reporting functionalities

Cloud Connector
Cloud connectivity solutions

fiery
Colour accuracy, colour management, image correction, automation, visual print application, personalisation / variable data printing

PosterArtist
Design eye-catching print materials

Benefits:
- High-quality and high-value materials
- Consistently excellent output
- Automatic colour adjustment and calibration
- Great out-of-the-box colour and ability to fine tune
- Edit images without going back to the design tool

- Access to pre-designed templates and stock images
- Reduce unnecessary paper waste
- Personalise materials in each job to each customer
- Optimise print environment to save costs and improve sustainability

For Business Communications, choose:

uniFLOW online
Automation, 360 security, cloud connectivity, reporting functionalities

Cloud Connector
Cloud connectivity solutions

Therefore
PEOPLE PROCESS INFORMATION
Document management and workflow automation

Benefits:
- Access information anywhere
- Better data integrity
- Accurate management of GDPR and data regulations
- Improve customer experience
- Seamless integration

- Improve customer experience
- Reduce operational costs
- Access management
- Gain the visibility to make insight-driven decisions

IN DETAIL

imagePRESS
C270

imagePRESS C270

- A3 colour multifunction devices
- High-speed printing and scanning with high paper input capacity.
- Features the same user interface across the entire office portfolio.
- Handle multiple paper sizes and formats with a wide range of accessories.
- imagePRESS R-VCSEL Laser, 190 dot and 2400 dpi with Multi-D.A.T, accurate front-back registration.
- Built in 360-degree security, including system verification, user authentication, embedded McAfee antivirus and data privacy protection.

imageRUNNER
ADVANCE DX
8900 SERIES

imageRUNNER ADV DX 8900 series

- A3 mono multifunction devices
- High-speed printing and scanning with high paper input capacity.
- Features the same user interface across the entire office portfolio.
- Handle multiple paper sizes and formats with a wide range of accessories.
- Built in 360-degree security, including system verification, user authentication, embedded McAfee antivirus and data privacy protection.

imageFORCE
C7165

imageFORCE C7165

- A3 colour multifuntion device
- 65ppm print speed (BW/colour)
- 4,800 x 2,400 dpi print resolution
- Long-sheet functionality up to 1300mm manually and 10 sheets up to 900mm continuous feed with Air Separation Assist technology
- 256gsm auto-duplex media weight and 300gsm with one-sided print

i-SENSYS X
C1936P

i-SENSYS X C1936P

- Compact A3 colour laser printer
- Print speed: 36ppm (A4), 18ppm (A3)
- Up to 1200 x 1200 dpi print resolution
- Long sheet support: 1,320mm
- Compact design: 499 x 525 x 340mm (W x D x H)
- Easy self-maintenance with all-in-one cartridge

PosterArtist:

- Personalise marketing materials within each job, to each customer, with variable data printing.
- Access thousands of pre-designed templates and stock photos, and powerful colour expression.

uniFLOW Online:

- Access information from anywhere and increase collaboration with Cloud Connectivity.
- Print confidential documents securely with a print queue that follows the user from device to device with secure printing technology.
- Optimise scanning processes and increase productivity with a lean and intuitive scanning user interface.
- Preserve document security with flexible identification options.
- Keep control of your device fleet within a single cloud platform.
- Optimise the print environment, saving costs and improving sustainability by tracking printing, copying, faxing and scanning costs, and enabling budget allocation to individual users, devices and departments.

Cloud Connector:

- Supported cloud services include Box, Dropbox, Google Drive, OneDrive, OneDrive for Business, SharePoint Online and Microsoft Teams
- Scan to email and print from email
- Print and scan directly to and from the cloud
- PIN code authentication
- No system administrator required

Therefore:

- Collaborate, meet legal and regulatory requirements and access eSignature Support with document information management.
- Automate core business processes with the powerful Therefore Workflow engine.
- Automate incoming information flow to continually save and index information with Therefore Content Connector.
- Capture information from various source formats with Therefore Smart Capture.
- Access control and permissions with ease of management even in complex security environments.
- Automatic backup ensures your data can be recovered in case of drive failure.
- Therefore is compliant with data protection requirements for software solutions as per data protection regulations and audit file requirements.
- Anti-tamper measures verify the authenticity of documents each time they are retrieved.
- Analyse key performance indicators to make insight-driven decisions.

Fiery:

Select the Fiery imagePRESS Server M20, for the imagePRESS C270, or the Fiery imagePASS-T1 for the imageFORCE C7165, and choose software elements to compliment your individual business goals.

Fiery imagePRESS server M20:

- Produce large or complex documents with logos, graphics, photographs and custom colours with enhanced accuracy.
- Compatible with imagePRESS C270.

Fiery imagePASS-T1:

- Product large or complex documents with logos, graphics, photographs and custom colours with enhanced quality.
- Compatible with imageFORCE C7165

Fiery imagePRESS Server M20 or Fiery imagePASS-T1 + FreeForm Create:

- Create personalised files with variable data printing.

Fiery imagePRESS Server M20 or- Fiery imagePASS-T1 + Fiery Colorwise:

- Fine tune colour and produce great out-of-the-box colour with colour management.

Fiery imagePRESS Server M20 or Fiery imagePASS-T1 + Fiery Image Enhance:

- Correct red-eye, adjust contrast, brightness, definition and saturation on images without the need to return to the original design tool.

Fiery imagePRESS Server M20 or Fiery imagePASS-T1 + Fiery Essential Driver:

- A simple, visual interface with custom presents that support user authentication workflows.
- Access full Fiery job properties.
- Print files quickly and simply.

Fiery imagePRESS Server M20 or Fiery imagePASS-T1 + Fiery True Brand:

- Produce print materials with accurate corporate colour for brand consistency, with automatic colour adjustment and auto-calibration.

Fiery imagePRESS Server M20 or Fiery imagePASS-T1 + Fiery Vue:

- Interactive desktop printing application that produces professional print materials quickly, easily and cost effectively.
- Reduces paper waste.

SERVICES

START SMART. ▶ **PERFORM WELL.** ▶ **FINISH STRONG.**

From deploying new technology to disposing of old devices, we have the services to support you at every step, all delivered in a secure way.

Getting started

Seamless and secure. That's the way to get started. Our services are here to make sure it happens.

- Device installation
- Device hardening*
- Customer training
- Project management

Keep up and running

Keen to keep uptime up? While you cut the time spent on manual tasks? Take a look at our management and support services

- Device management
- Device maintenance and support
- Secure profile management*

Removing old technology

Disposing of old technology is a challenge. We have the services to remove your data safely – and your devices sustainably

- Equipment returns and collection
- Data removal*

*Also available as a subscription security package

WHY CANON?

Every business is unique, with its distinctive goals for the future and its own journey to reach them. That's why there's no one-size-fits-all Canon solution. We're experts in document and data management and we'll help you optimise your information workflows with a bespoke technology package from across our Digital Transformation Services ecosystem, including cloud-enabled devices, smart solutions and supporting services. Digital Transformation Services support an organisation's transformation journey by integrating paper and digital documents and automating business processes to improve performance, costs and outcomes.

Canon