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 41% of people feeling concerned about the impact of the internet on their wellbeing[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 - Decoding the Digital Home, EY, 2021

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 the imagePRESS C270 series or imageRUNNER ADVANCE DX 8900 series multifunctional 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)
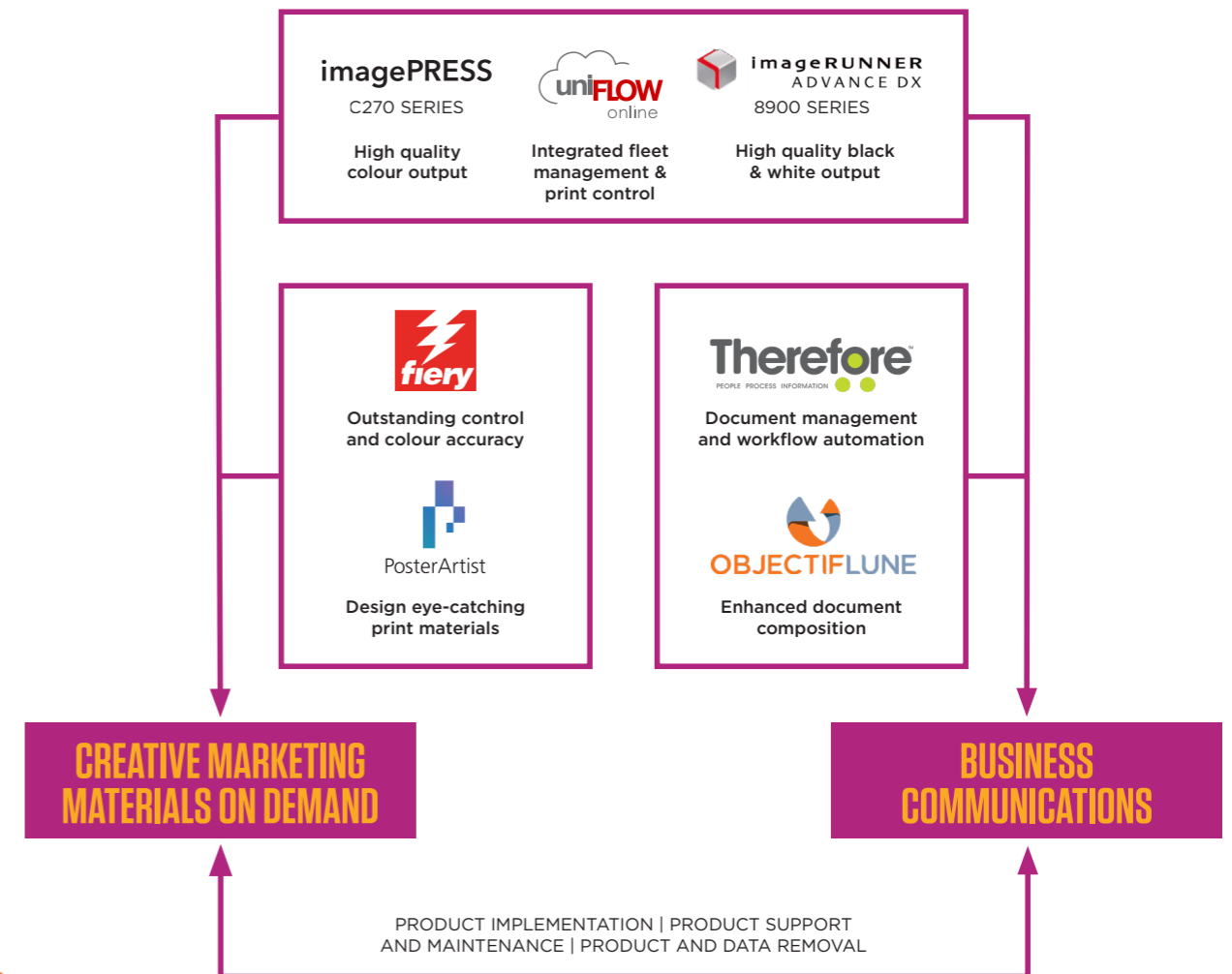- Presentations
- Reports

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.

Benefits:

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

CREATIVE WORKSPACE SOLUTIONS

imagePRESS	uniFLOW online	imageRUNNER ADVANCE DX
C270 SERIES		8900 SERIES
High quality colour output	Integrated fleet management & print control	High quality black & white output

fiery
Outstanding control and colour accuracy

PosterArtist
Design eye-catching print materials

Therefore
Document management and workflow automation

OBJECTIFLUNE
Enhanced document composition

CREATIVE MARKETING MATERIALS ON DEMAND

BUSINESS COMMUNICATIONS

PRODUCT IMPLEMENTATION | PRODUCT SUPPORT AND MAINTENANCE | PRODUCT AND DATA REMOVAL

...HERE'S HOW:

1 Choose your Hardware

imagePRESS
C270 SERIES

imagePRESS C270 Series

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

imageRUNNER
ADVANCE DX
8900 SERIES

imageRUNNER ADV DX 8900 Series

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

2 Choose your Option

For Creative Marketing Materials on demand, choose:

uniFLOW online

fiery

PosterArtist

Automation, 360 security, cloud connectivity, reporting functionalities

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

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

Therefore
PEOPLE · PROCESS · INFORMATION

OBJECTIFLUNE

Automation, 360 security, cloud connectivity, reporting functionalities

Document management and workflow automation

Enhanced document composition

Benefits:

- Access information anywhere
- Better data integrity
- Accurate management of GDPR and data regulations
- Seamless integration

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

IN DETAIL

imagePRESS
C270 SERIES

imagePRESS C270 series:

- 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.

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.

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.

Objectif Lune – OL Connect:

- Bring automation, reduced costs, mail integrity and postal discounts to transactional print runs.
- Capture data output, apply necessary changes and distribute documents in required formats.
- Automate manual and paper-based processes and produce digital documents.
- Connect to ERP/LOB or mainframe systems to extract data and push to ECM systems.
- Extract data from almost any source, including most print streams, access powerful data mapping tools, and normalise all input into a unified format.
- Utilise the design function to create multi-channel applications within a single designer.
- Use the workflow tool to create rules and conditions and connect to other systems to increase productivity.

Fiery:

Select the Fiery imagePRESS Server M20, compatible with the imagePRESS C270 series, 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/C265.

Fiery imagePRESS Server M20+ FreeForm Create:
- Create personalised files with variable data printing.

Fiery imagePRESS Server M20+ Fiery Colorwise:
- Fine tune colour and produce great out-of-the-box colour with colour management.

Fiery imagePRESS Server M20+ 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+ 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+ Fiery True Brand:
- Produce print materials with accurate corporate colour for brand consistency, with automatic colour adjustment and auto-calibration.

Fiery imagePRESS Server M20+ Fiery Vue:
- Interactive desktop printing application that produces professional print materials quickly, easily and cost effectively.
- Reduces paper waste.

SERVICES

Looking to make your solution work better for your business' exact needs? Or maybe you're looking to become more efficient or innovative?

Our portfolio of services is focussed on helping you to make the most out of your package of solutions. From consulting and bespoke designing of a solution to technical support and finance options, we're on hand to help you discover new efficiencies and unlock new opportunities.

Whether you need a fully managed service or prefer to look after things yourself; whether remote support is enough, or you want us onsite; our people are ready to bring their expertise to your business in whatever way works for you.

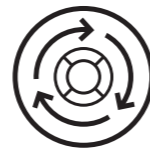|				
CANON INSTALLATION	**ADVANCED OPERATOR MAINTENANCE TRAINING**	**PROFESSIONAL PRINT DEVICE TRAINING SERVICES**	**PROFESSIONAL PRINT SOFTWARE TRAINING SERVICES**	**PROFESSIONAL PRINT CONTROLLER AND WORKFLOW TRAINING**
PROFESSIONAL PRINT – COLOUR MANAGEMENT AND TRAINING SERVICES	**PROFESSIONAL PRINT – COLOUR CONSULTANCY SERVICES**	**DEVICE MAINTENANCE AND SUPPORT**	**PRINTER CONTROLLER SUPPORT**	

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