



HOW CAN YOU BENEFIT FROM ESERVICE?

RETAIL STORE CHAIN:

Profile:

Retail group, printing posters in-house in each of 12 stores, across a single country.

Device(s):

12 x 24" 6 colour

Applications:

Posters for in-store advertising and ad hoc promotions.

Typical output:

Each store prints approximately 30 A2 and 20 A1 poster prints per month.

PAY ONLY FOR WHAT YOU PRINT

Canon's imagePROGRAF eService is a unique, cost effective new service that guarantees peace of mind with a complete 'Managed Print Service' that eliminates hidden costs and maximizes productivity.

Why eService?

Bringing print in-house by installing a printer within each of their 12 different stores brought many benefits in the flexibility and speed of local promotions. With designs centrally produced and then digitally sent to the stores for printing, it means there are no special printing/technical skills needed in the back-offices. Canon gave the retail Head Office access to see the performance and utilisation of their printer fleet. They also found comfort in the strong technical backup and the high levels of proactive support and uptime.

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