

Canon

**PARTNER
PROGRAMME**
2019

WELCOME TO **THE PARTNER PROGRAMME**

Delivering value through, and to, our partners.

Canon



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Welcome to the Canon Partner Programme Guide.

We trust that you find this a useful guide on how to deliver value to your customers and get the best results from our new Partner Programme.

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WELCOME TO THE PARTNER PROGRAMME

Vision

Today is a different world to 10 years ago. In 2017, 4.7 trillion photos were stored digitally, and in just a few years we'll be storing 5.2 terabytes for every person on Earth. Digital has changed everything. It enables us to achieve more, to eliminate errors, and to make services more convenient. But this change has also led to higher expectations from today's customers, who are hungry for new possibilities. Our job at Canon is to provide you, our Partners, with the tools you need to meet your customers' needs and continue to flourish as successful businesses.

Expertise

Change isn't new to us. For 80 years, we've been pushing boundaries, pioneering technologies and improving lives. Our technological breakthroughs, like the invention of the blueprint and the electrostatic colour photocopier, have shaped history. We don't follow change, we create it. We put 8% of our profits straight back into research and development – paving the way for fresh discoveries like technology that can capture images at night without infrared, and cameras that can recognise colour beyond the limits of the human eye.

Philosophy

Inspired by our corporate philosophy, 'kyosei', partnership underpins everything we do. We work together to create technology that makes a difference: to inspire a child; to make a street safer; to shed new light on medicine. In 2016, the Carbon Disclosure Project named us as one of just 193 companies worldwide to achieve the highest possible rank for working to reduce climate change. We know that with our knowledge and expertise, comes a responsibility to work together to help others. We don't bury our heads in the sand when it comes to change. We stand taller, and lead by example – helping people to make the most of our technology and services, and to make a difference that really matters.



PARTNER VALUE PROPOSITION

The digital world is full of opportunities to develop and grow. To succeed in this complex and fast-changing landscape, you need a guide you can trust – expert guidance, based on decades of experience and success. We've been helping companies to explore the field of imaging, office technology and services for over 80 years. We aim to inspire exploration – helping businesses discover the opportunities this changing world presents. We help companies push back the frontiers of what is possible – developing and diversifying with new solutions at every milestone. Our expertly crafted services and solutions are helping more and more people to grow their business, save money, and improve their efficiency.

The spirit of partnership drives our innovation. As a responsive, collaborative partner, we listen to your needs and ambitions, to help you solve unique business challenges. Our new Partner Programme is designed to help us share our knowledge with you, so that we can work together to achieve success.

The new Partner Programme will help you to:

1. Achieve revenue growth

2. Realise efficiency

3. Increase profitability

Realise your growth potential, work more efficiently and increase profitability through our 5 pillars of success:



Diversify



Collaborate



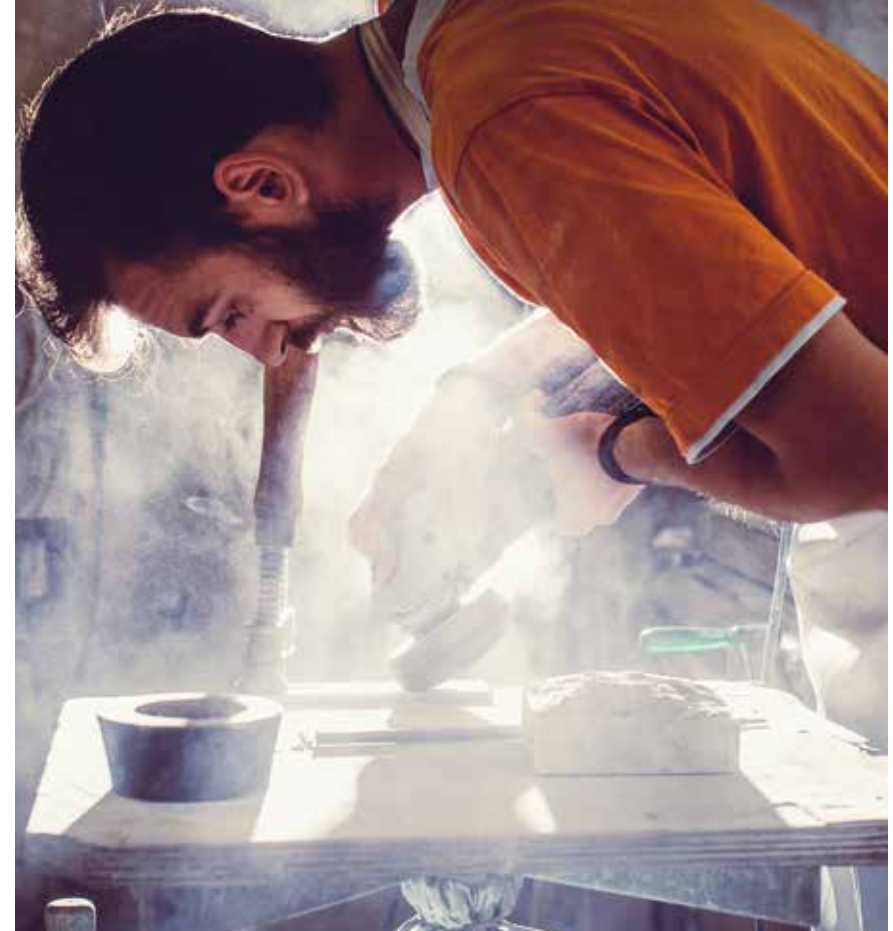
Expand



Win



Streamline





DIVERSIFY

We can help you diversify your business by seizing opportunities to expand into new markets, using the following:



Market Sizing & Segmentation

Insight to help you scale and quantify the opportunity in your target territories and customer segments enabling you to make strategic go to market decisions.

New Market Opportunities

Leverage the breadth of applications available to you from Canon to diversify into new markets.



COLLABORATE

Dedicated account management and support specialists will share content, knowledge, training and insights, working with you to define mutual goals and build better business together:

Joint Business Planning

A mutually designed and agreed Business Plan that details how we will achieve our shared goals.

Canon Partner Portal

Access to Canon sales and service tools and training via the Canon Partner Portal.

Partner Events & Forums

Dedicated Partner events and forums to share updates, insights and offering networking opportunities.

Canon Corporate Discount

Access for your employees to the Canon Online Store where you can enjoy exclusive discounts and benefits on a number of our consumer products.

Partner Learning Hub

The Partner Learning Hub is our central repository for all learning that is available to our partners.



EXPAND

We will help you accelerate your marketing and sales activities, stand out from the competition and drive demand through the following resources:



Canon Marketing Activity

Central PR, Social and Demand Generation activities will maximise market awareness and demand for the Canon portfolio available from our Accredited Partners

Marketing & Business Generation Expertise

Dedicated Canon Business Generation Managers will work with you to identify, scope and support you, to effectively execute your business generation activities.

Partner Demand Generation

Leverage Canon branded and co-brandable campaign assets and insights to support your own demand generation activities.



WIN

We can help you win more opportunities, maximise your sales and increase your win rate, using the following tools:

Sales Support

Access a range of Canon sales support functions to help you progress sales opportunities through the pipeline and win more business with Canon.

Sales Support

Access a range of Canon sales support functions to help you progress sales opportunities through the pipeline and win more business with Canon.

Financial Support

Deal support, promotions and incentives designed to help you close more business with Canon.



STREAMLINE

Canon can help you reduce your admin, so you can stay focused on your goals. We'll use the following tools to help you do this:



Service Capability & Efficiency Roadmap

A set of tools and services supporting you in the deployment of services.

Service Enablement

A services catalogue enabling you to improve efficiencies and grow your business.

Service Training Programme

A suite of training programmes which covers aspects of the services business, both technical and commercial, focusing on improving operational and financial efficiencies.

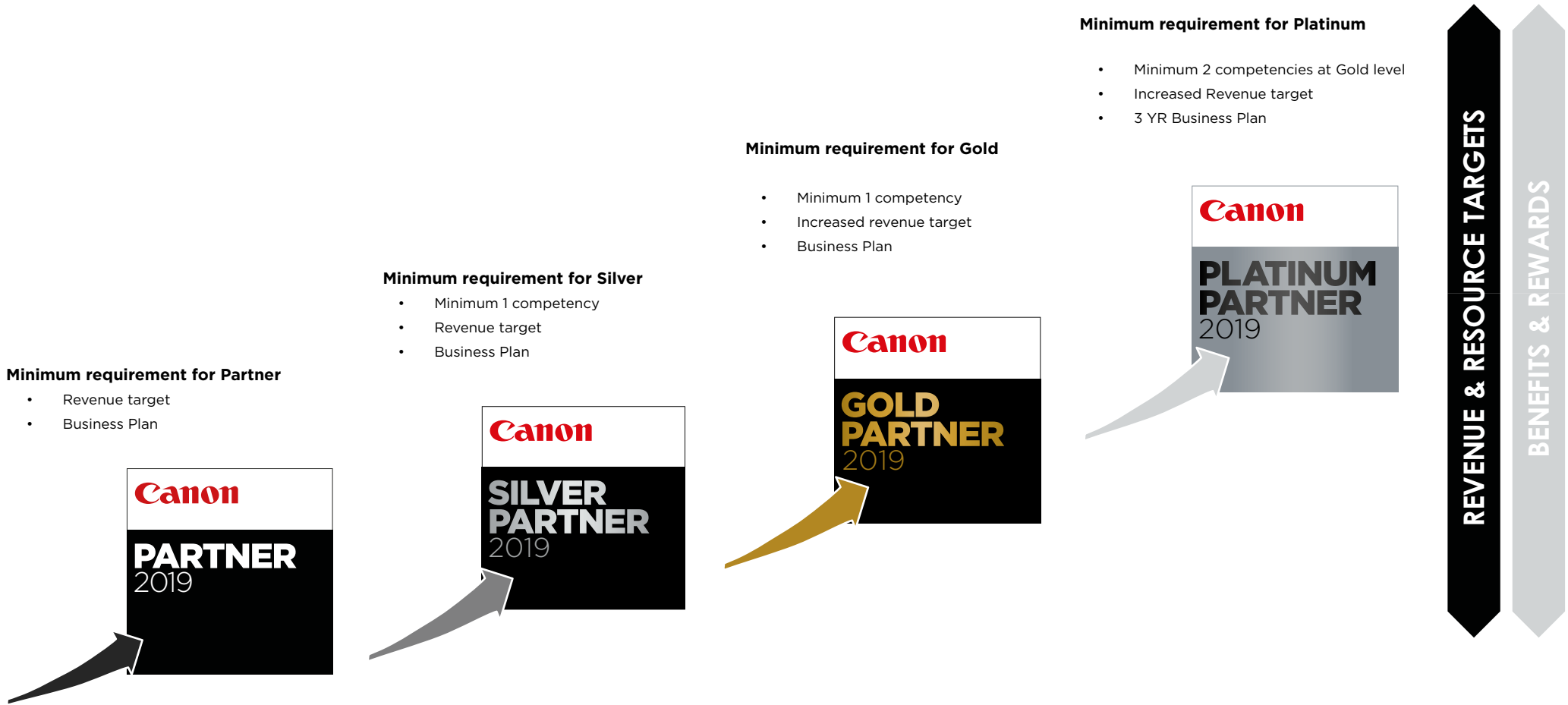
SECTION 2

PROGRAMME FRAMEWORK

Our Programme has been designed to provide you with a clearly structured journey which supports growth, benefits that recognise and reward your achievement and expertise, and the focus and visibility to measure your success.



A JOURNEY THAT DELIVERS INCREASED BENEFITS AS YOU **GROW WITH CANON**



FRAMEWORK FEATURES

The features within our Partner Programme framework are Solution-centric, reflecting your customers' needs and demands, and mapping out your potential for growth.

Certifications

The new Partner Programme has four Tiers, based on revenue and Competencies within four Categories. Certification is awarded by Competency. There is a minimum revenue threshold for each Category level. Gold and Silver Tiers are assigned per Category. Partners of all Tiers can either buy products directly from Canon or purchase available products indirectly through distribution.

Partners managed by distribution

Partners managed by distribution and not by a Canon Account Manager will be registered on the Canon Partner Portal with minimum data requirements.

Canon Business Centres (CBC)

Canon Business Centres are aligned to a CBC Partner Programme.

Additional Programme Categories for Technology and Service Partners

Technology Solutions

Partners who specialise in a Solutions offering, including Canon Solutions, with no hardware sales activities. The Partner Tier within this Category refers to Partners developing applications for Canon devices.

Rebates & Marketing Development Fund (MDF)

At the core of the Partner Programme, we will deliver our partners rewards as they deliver results. The Marketing Development Funds and Rebates Structures are defined locally, at country level. Please contact your local market Canon office for more information.





SECTION 3

TIER BENEFITS & RULES

We provide all Partners with a business support, training and enablement programme, spanning the five pillars of our Partner Value Proposition: Diversify, Collaborate, Expand, Win and Streamline.

When you progress to the next Programme Tier, you gain access to new and more advanced tools and resources, as well as additional financial support from Canon.





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**PLATINUM
PARTNER
2019**

PLATINUM TIER

This Tier requires outstanding dedication, with healthy and continuous year-on-year growth and a high level of expertise, stability and focus.

HOW TO GO TO PLATINUM

Platinum Partners are provided with a comprehensive suite of benefits, including exclusive access to pan-european conferences, incentives and Go-to-market strategy planning.

Platinum

- Gold Level in 2 Competencies
- Minimum Revenue Target, with 3-year Business Plan
- Minimum requirement of trained resources - Competency/Service

General pre-requisites

Subscription to the Canon Partner Programme and Canon Partner Portal	✓
Brand Guidelines	✓
Joint Business Plan	✓
Contract with Canon NSO/RSO or purchase through a certified distributor	✓
Direct Service/Support or Authorised Indirect Service/Support (via third party)	✓
SDS contract is required for Output Management, Managed Print Services and Graphics & Production (excluding LFP)	✓
A COMPTIA audit accreditation for Managed Print & Document Services competency	✓

Diversify

Market Sizing & Segmentation

New Market Opportunities

Collaborate

Joint Business Planning

Canon Partner Portal

Partner Events & Forums

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Marketing & Business Generation Expertise

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Service Capability and Efficiency Roadmap

Service Enablement

Service Training Programme



GOLD TIER

The Gold Tier requires healthy and continuous year-on-year growth, a high level of expertise and trained resource requirements.



HOW TO GO TO GOLD

The wide range of benefits provided to Gold Partners includes advanced support for competency training and enablement and market insights.

Gold

- Minimum 1 Competency
- Minimum Revenue Target, with Annual Business Plan
- Minimum requirement of trained resources - Competency/Service

General pre-requisites

Subscription to the Canon Partner Programme and Canon Partner Portal	✓
Brand Guidelines	✓
Joint Business Plan	✓
Contract with Canon NSO/RSO or purchase through a certified distributor	✓
Direct Service/Support or Authorised Indirect Service/Support (via third party)	✓
SDS contract is required for Output Management, Managed Print Services and Graphics & Production (excluding LFP)	✓
A COMPTIA audit accreditation for Managed Print & Document Services competency	✓

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A person with a backpack is standing on a mountain peak, looking out over a vast landscape of mountains and forests. The person is wearing a white tank top, dark shorts, and a black backpack. The background shows a hazy mountain range under a blue sky with some clouds. The foreground is filled with green pine trees and grass.

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**SILVER
PARTNER**
2019

SILVER TIER

This Tier requires healthy, continuous year-on-year growth and investment in Competency-based trained resources.

HOW TO GO TO SILVER

Silver Partners benefit from a range of tools and resources, including support with Competency training and consultative sales enablement.

Silver

- Minimum 1 Competency
- Minimum Revenue Target, with Annual Business Plan
- Minimum requirement of trained resources - Competency/Service

General pre-requisites

Subscription to the Canon Partner Programme and Canon Partner Portal	✓
Brand Guidelines	✓
Joint Business Plan	✓
Contract with Canon NSO/RSO or purchase through a certified distributor	✓
Direct Service/Support or Authorised Indirect Service/Support (via third party)	✓
SDS contract is required for Output Management, Managed Print Services and Graphics & Production (excluding LFP)	✓
A COMPTIA audit accreditation for Managed Print & Document Services competency	✓

Diversify

New Market Opportunities

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PARTNER TIER

Become a Partner by meeting the revenue requirement within our joint annual Business Plan and aspiring to progress further in the Programme journey.



HOW TO BECOME A PARTNER

As a Partner, you will be provided with access to a range of foundational tools and resources, including access to our Partner Portal & Sales Training & Enablement to help your business grow within the Programme framework.

Partner

- Minimum Revenue Target, with Annual Business Plan

General pre-requisites

Subscription to the Canon Partner Programme and Canon Partner Portal	✓
Brand Guidelines	✓
Joint Business Plan	✓
Contract with Canon NSO/RSO or purchase through a certified distributor	✓
Direct Service/Support or Authorised Indirect Service/Support (via third party)	✓
SDS contract is required for Output Management, Managed Print Services and Graphics & Production (excluding LFP)	✓
A COMPTIA audit accreditation for Managed Print & Document Services competency	✓

Diversify

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SECTION 4

COMPETENCIES & APPLICATIONS

As your trusted guide, we'll help you deliver value to your customers by sharing our market insights and helping you develop inspiring value propositions.



COMPETENCIES & APPLICATIONS

A value proposition is a documented proposal explaining how you, as a Canon Partner, can address the needs of your customers, and help them to achieve their goals.

Each Competency is designed to address a specific customer goal, and is delivered through a range of Applications, which include a combination of hardware, software and services.



DOCUMENT DIGITISATION

By developing this Competency, you can help your customers become more productive and efficient when handling their documents.

Our Document Digitisation technology streamlines, secures and accelerates the way that businesses share information internally, by converting paper documents into electronic images – usually via dedicated scanners.

This solution can help your customers:

- Boost collaboration and productivity
- Reduce their operational costs
- Ensure compliance with new security regulations
- Grow their business and maximise their profits

How can you provide this value to your customers?

Build your customer offerings around their critical needs, using Canon's expertise & training resources. Develop your own personalised portfolio of hardware, software and services. For this certification, you will need to demonstrate competence in the following customer Applications: Document Digitisation.



OUTPUT MANAGEMENT

This Competency enables you to help customers streamline their printing processes and improve their focus on the data collected.

Our Output Management technology allows customers to capture, process and store documents digitally, allowing their employees to print securely from any device, in any location.

This solution can help your customers:

- Simplify their networked printing systems
- Improve work efficiency and productivity
- Increase security and protect confidential company data, using personalised logins

How can you provide this value to your customers?

Build your customer offerings around their critical needs, using Canon's expertise and training resources. Develop your own personalised portfolio of hardware, software and services. For this certification, you will need to demonstrate competence in Efficient Document Output.



MANAGED PRINT & DOCUMENT SERVICES

By developing this Competency, you can help customers streamline their document processes and simplify the management of their printing systems and networks.

Our solution is delivered via a group of ITIL-based services and processes which are managed by the supplier on behalf of the customer, to identify and resolve pain points arising from the management of printing and scanning-related business processes.

By selling Canon's Managed Print and Document Services to your customers, you can help them:

- Simplify their print service and reduce waiting times
- Reduce their printing costs and improve sustainability
- Increase productivity by identifying areas of inefficiency and enhancing the service provided

How can you provide this value to your customers?

Build your customer offerings around their critical needs, using Canon's expertise and training resources. Develop your own personalised portfolio of hardware, software and services. For this certification, you will need to demonstrate competence in Managed Print and Document Services.



GRAPHIC ARTS

This Competency is targeted at helping customers discover new application opportunities and growth markets, so they can unleash the power of print.

Our wide Graphic Arts offering enables your customers to develop new revenue streams and achieve profitable long-term growth. Whatever your customers' business aspirations, you can provide the tools and expertise to help them achieve their goals. Your expertise, combined with our products and experience, will allow you to address customers' needs by offering a broad variety of application opportunities, including promotional, publishing and interior décor.

By selling Canon's Graphic Arts solutions to your customers, you can help them:

- Optimise their printing workflows
- Increase efficiency by using a more versatile production process
- Develop the ability to provide 'on demand' and personalised document production
- Create new revenue streams
- Differentiate themselves from the competition by adding value to their professional print services and technology

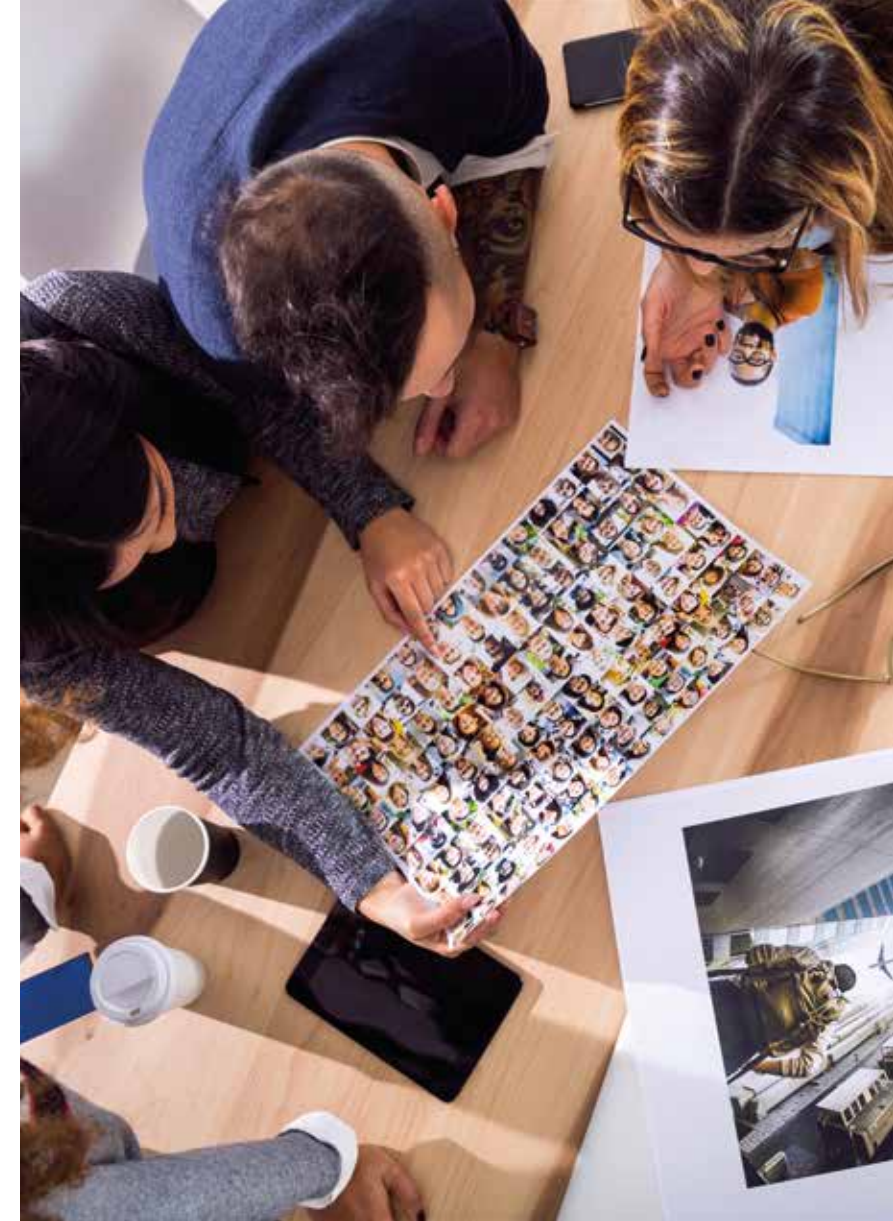
How can you provide this value to your customers?

Our Graphic Arts offering spans a wide range of hardware, software, and services, and is delivered through the following customer Applications: Direct Mail Printing, POS & Poster Printing, Indoor Display Printing, Outdoor Display Printing, Campaign Management, On-demand Communications, Interior Décor Printing and Photo & Fine Art. Depending on a customer's specific needs, you can combine our Graphic Arts offering with other solutions.

Available Competencies

To recognise a Partners specialism within the graphic arts area and across the Canon portfolio we have three separate competencies.

- Large Format Printing
- Professional Printing
- Sign & Display Graphics



IN-HOUSE PRINTING

This Competency enables you to help customers deliver faster turnaround times and discover new application opportunities, so they can promote and increase their value to their host organisation.

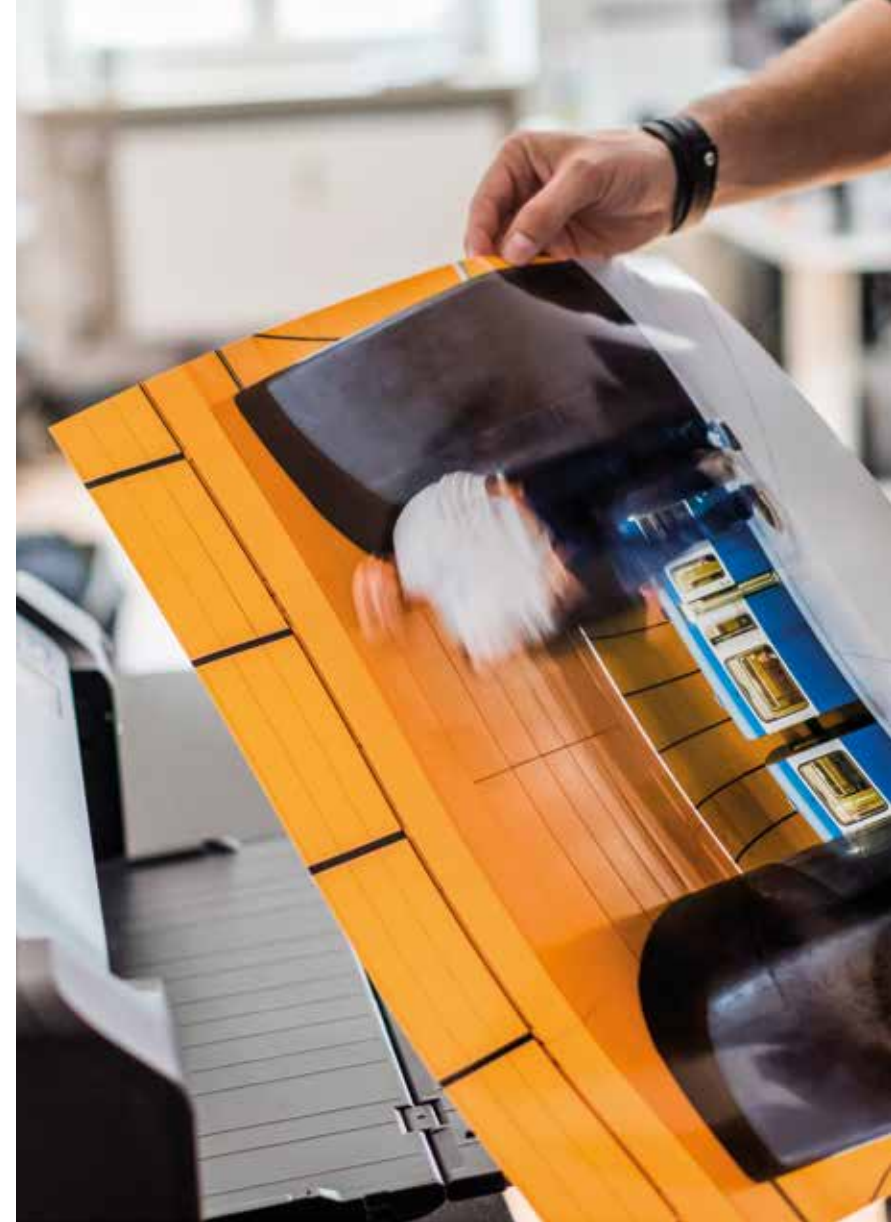
Our In-house Printing offering allows your customers to deliver new services and helps them to achieve their goals. Drawing on your knowledge, and our products and experience, you will be able to address your customers' needs with a variety of application opportunities, such as promotional and publishing.

This solution can help your customers:

- Optimise their printing workflows
- Increase efficiency by using a more versatile production process
- Develop the ability to provide 'on demand' document production for the host organisation
- Deliver new services and applications

How can you provide this value to your customers?

Our In-house Printing solution spans a variety of hardware, software, and services, and is offered through the following customer Applications: CAD/GIS In-house Printing or On-demand Document Production. Depending on a customer's particular needs, In-house Printing can be combined with other solutions.



CAD/GIS

This Competency allows you to help customers streamline their project costs and workflows, by providing state-of-the-art collaboration technology that drives innovation and profitability. Its particularly beneficial to the Architecture, Engineering, Construction & Manufacturing industries.

Our strong CAD/TDS portfolio includes a range of reliable and productive, high quality wide format applications including CAD drawing, GIS maps and high-quality renderings. These tools allow customers to optimise their design times, meet short deadlines, drive sustainable practices, and boost collaboration through an integrated information sharing system.

By selling this solution to your customers, you can help them:

- Drive operational efficiencies
- Boost business and revenue generation
- Increase productivity by improving project collaboration
- Deliver new services and applications

How can you provide this value to your customers?

Our CAD/GIS solution is built from hardware, software, and services, and is offered through the following applications: CAD/GIS Production Printing and AEC Project Collaboration. Depending on customers' particular needs, you might combine this with other solutions.



INFORMATION MANAGEMENT

By developing this competency you can help customers transform their business process for document information and enhance its visibility and value.

Our Information Management solutions allow customers to capture structured and unstructured data from multiple systems and forms (either as physical paper documents, electronic images or common file types such as PDF or Office), and convert them to digital image files, while extracting the data they contain. This is achieved using OCR, ICR and Intelligent Recognition technologies. The data captured from the documents is automatically indexed, allowing the creation of workflows for data approval, reviewing, and their ultimate posting in the appropriate ledger in an ERP system or to be handed on to any other solution using XML data and open API's.

By selling Canon's Information Management solution to your customers, you will help them to:

- Increase security and ensure compliance with new security regulations, using security by design.
- Boost productivity by handling information faster, through automated solutions that enhance customer experience.
- Improve data management by monitoring critical documents more accurately.

How can you provide this value to your customers?

This solution is a combination of software and services, and are offered through the applications: Customer Onboarding, Digital Mailroom, Forms Processing, HR Digitisation and Invoice Processing.

Depending on your customers' needs and priorities, you might have a different solution for each of them, depending on how they want this automation to be delivered – via the cloud, outsourcing, on their premises or by other means.



DOCUMENT MANAGEMENT

This Competency enables you to help customers transform their document management and storage systems, and to improve their data sharing.

Our Document Management tools allow customers to capture documents, either in the form of paper or electronic files, extract their data using OCR technology, and convert them to digital formats such as PDF or TIFF.

The data captured from the documents can be indexed, allowing documents to be automatically filed or categorised, and allowing customers to develop streamlined workflows for further business process management.

To demonstrate the value of this solution to your customers, the GDPR regulations are a major driver for companies to review their document management and retention policies. Canon is ideally placed to support this aim, since our tools not only accelerate the way businesses find documents and key information, but enable them to set retention policies, whereby documents are only kept where necessary.

Canon's Document Management solution can help your customers:

- Reduce their physical storage needs and environmental impact
- Boost productivity by ensuring that documents and information are available anytime and from anywhere
- Increase security and ensure compliance with new security regulations, using personalised logins

How can you provide this value to your customers?

This solution spans a range of hardware, software and services, and is offered through the Document Management Application. Depending on your customers' needs and priorities, you might develop a different solution for each of them, depending on how they want this automation to be delivered: via the cloud, outsourcing, on their premises or by other means.



IMAGING SUPPLIES

Media can make the difference between a good result and a great result. As a Canon Imaging Supplies Partner, you have expertise within the Imaging Supplies industry and have a dedicated focus on providing media that cover a wide range of applications. You have a high level of expertise within Canon's Media assortment.

How can you provide this value to your customers?

You can help your customers select the perfect media regardless of the application and can offer detailed media profiles and technical data on this media. You can advise your customers on all or part of, the following Imaging Supplies products;

- Small format media
- UV & Solvent Sign and Print Media
- Inkjet Aqueous Indoor and Fine Art Media
- Technical Document wide format media



SECTION 5

PARTNER JOURNEY

We are committed to providing all Partners with a seamless, integrated and mutually beneficial journey. Whether existing or new, all partners will enjoy the same professional experience with Canon wherever you are on your journey.



PARTNER JOURNEY

EXISTING PARTNERS

From enrolment to the new Partner Programme to your ongoing relationship with Canon, these are the key steps to a successful partnership.

1. Business Planning

We identify areas you can focus on to advance through the Programme Tiers, and/or and help you decide how to expand your portfolio to achieve your business aims. We discuss Business plans, tracking KPIs and sales performance.

2. Enrolment

Once your certification level is confirmed by your Account Manager, you will receive:

- A welcome email with details of your Programme Tier
- Access to the Canon Partner Portal, and enablement resources to sell and service Canon solutions, corresponding to your new Tier

3. Marketing & Sales Strategy

- We will support you in aligning our marketing and sales strategies
- We will explain the training modules and certifications available to you, including Sales, Marketing and Canon Portal training

4. Review

You and your Account Manager will hold regular reviews to track marketing, sales and service performance, to review your Tier and product portfolio and discuss ways to grow our partnership. You will complete periodic surveys to provide us with feedback on your partnership with Canon.

5. Reward

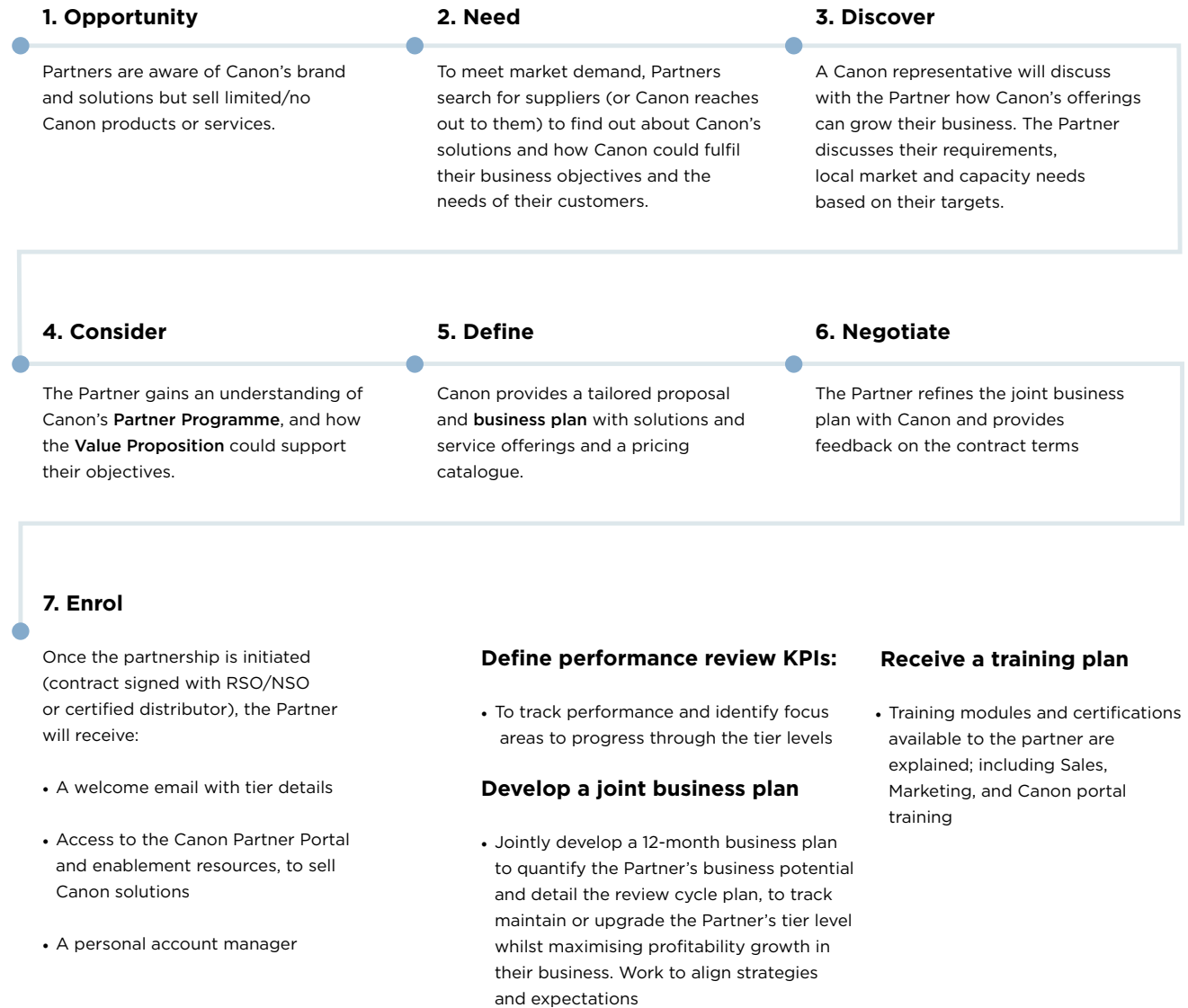
Recognising your sales performance and growth potential, we give you the opportunity to advance to the next Programme Tier.

PARTNER JOURNEY

NEW PARTNERS

From initial engagement, to enrolment, to the ongoing management of the relationship – identifying key steps to a successful partnership. Key success factors:

- Single, clear value proposition for solutions that meet Partner needs
- Focus on market opportunity and growth for Partners
- Demonstrate clear expansion opportunities for Partners
- Provide quantifiable view of long-term financial goals



ONGOING PARTNER SUPPORT

Canon provides the Partner with ongoing support to preserve and nurture the partnership, ensuring business growth and customer satisfaction across every stage of the journey. Key Success Factors:

- Bespoke advice and industry-specific expertise in-line with the Partner's business
- Regular Account Reviews conducted with Account Manager & Service Manager
- Joint business Planning
- Differentiated support and rewards based on Partner tiering
- Dedicated points of contact per area (Marketing, Sales, Tech Support)

1. Business planning

- Canon and the account manager review the joint short and **long-term business plans** to track KPIs and sales performances.
- Canon and the account manager discuss sales forecast for the next cycle, any growth areas, and actionable steps to drive profitability.

2. Marketing & Sales strategy

- The Partner receives support from Canon to align **marketing and sales strategies**

3. Review

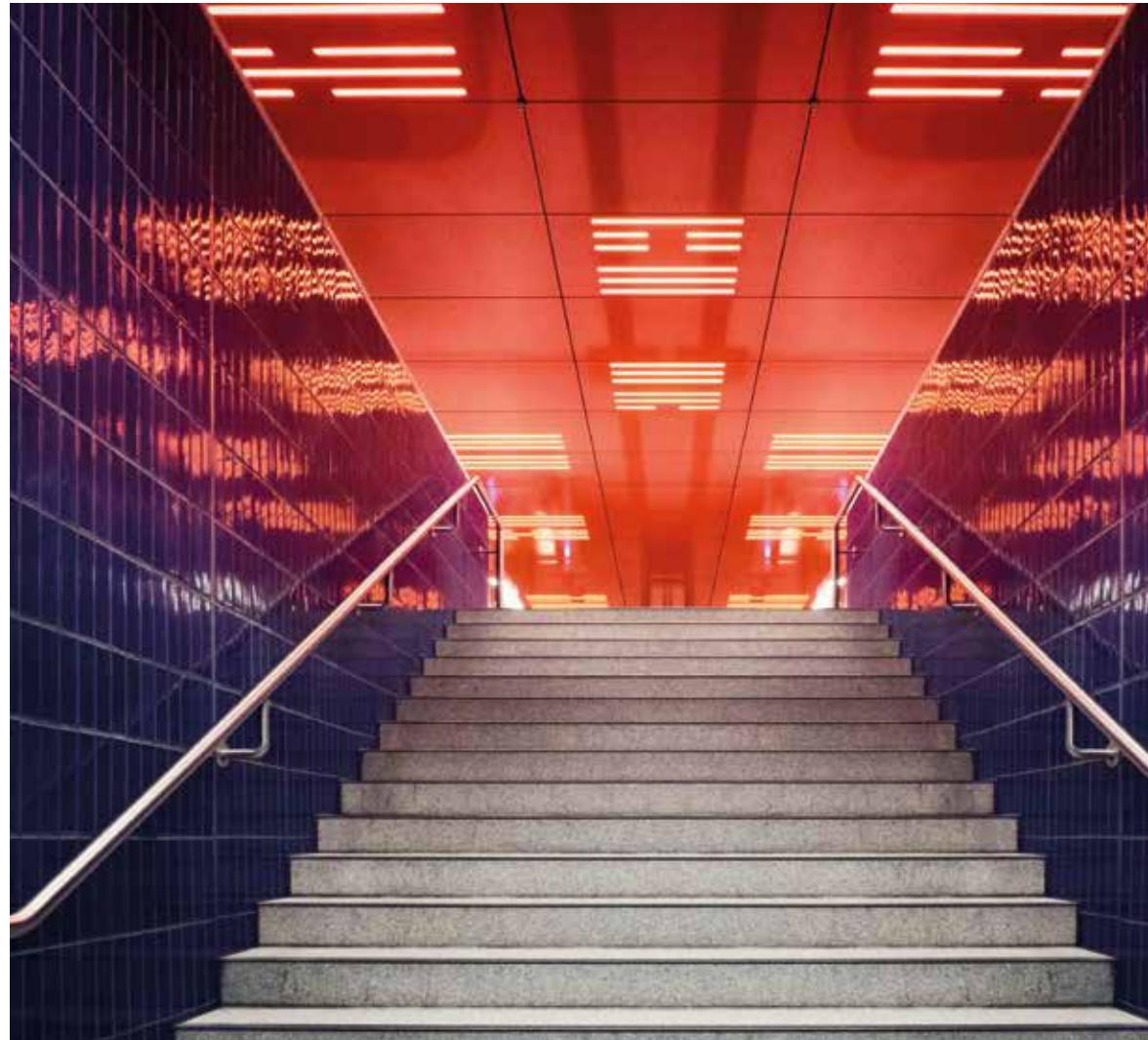
- The Partner has **regular reviews** with their account manager to track marketing, sales and service performance and review their tier level and product portfolio and discuss ways to grow the partnership. The Partner completes periodic surveys, which gives Canon feedback on the partnership

4. Reward

The Partner is recognised by Canon for great sales performance and growth potential, and given the opportunity to advance to the next tier in the programme.

SECTION 6

KEY RESOURCES



PARTNER PORTAL

The Canon Partner Portal is designed to provide you with everything you need to engage with customers throughout their buying journey. Fast and easy to navigate, it's the place to go to manage your daily business needs when selling Canon products and solutions, to find and download assets, and to create personalised marketing campaigns.

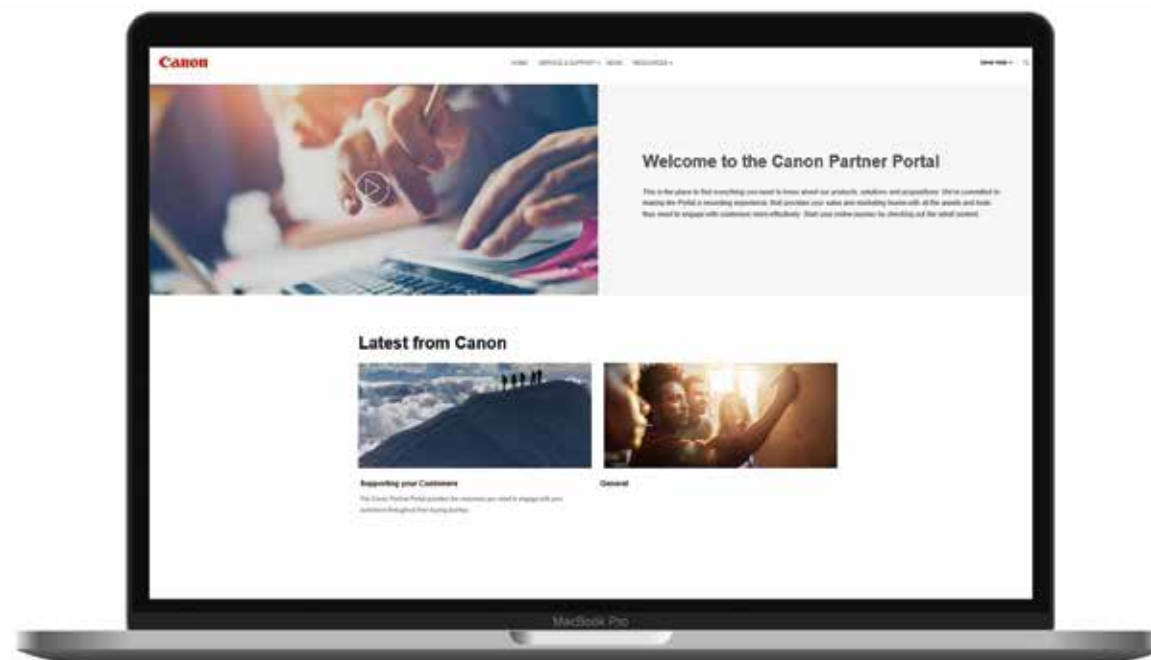
The Resources section contains everything you need to succeed with Canon, including tools you can use and content to share with customers.

Check out the Services and Support section, to discover links and assets that can help your service teams deliver excellent customer support.

The News page is the place to go for updates on the latest Canon initiatives, and to find out about new changes we're making to the Partner Portal.

Our aim is to keep developing the Partner Portal to meet your needs, so if there's anything you'd like to see on our page, just let us know!

<https://partners.canon-europe.com>



PARTNER LEARNING HUB

One of the key benefits of the new Programme is the introduction of a Partner Learning Hub, which brings together a comprehensive portfolio of Partner learning resources that spans our full offering.

Our goal is to provide you with:

- A clear pathway, outlining how your sales, service or technical representatives can achieve accreditation in a series of bite-size courses, accessible through the Learning Hub.
- Access to learning resources, in your preferred style and format, which allow your staff to work together to improve their understanding of Canon's offerings.
- New programmes that enable you to develop your selling skills, using sales-focused courses that improve your chances of winning in the market.
- Further education and courses that help your staff succeed in a range of roles, through leadership, finance and human resources training.





SEE THE BIGGER PICTURE

Many thanks again for your interest in our Partner Programme.

If you have any queries, just get in touch with your local account manager – who will be happy to provide you with further details and support.

And don't forget – for more information about our Partner Programme, to register and to access a wide range of partner resources – you can also visit the Canon Partner Portal at:

<https://partners.canon-europe.com>