

Canon

CANON SOLUTIONS AMERICA



CANON SEE IMPOSSIBLE



BUSINESS BUILDER PROGRAM OVERVIEW

Help reprographers diversify their revenue streams by adding increased graphic capabilities



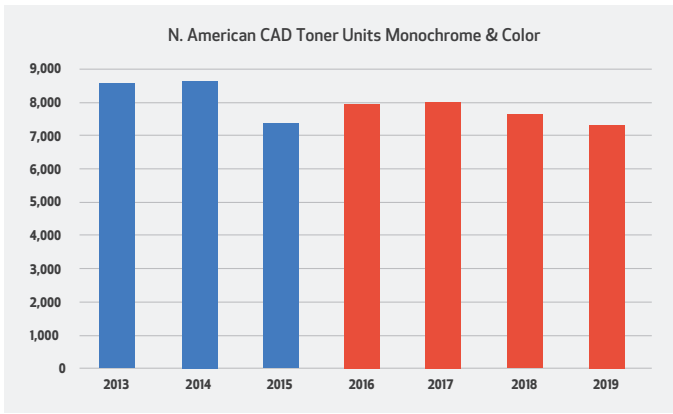


Image 1

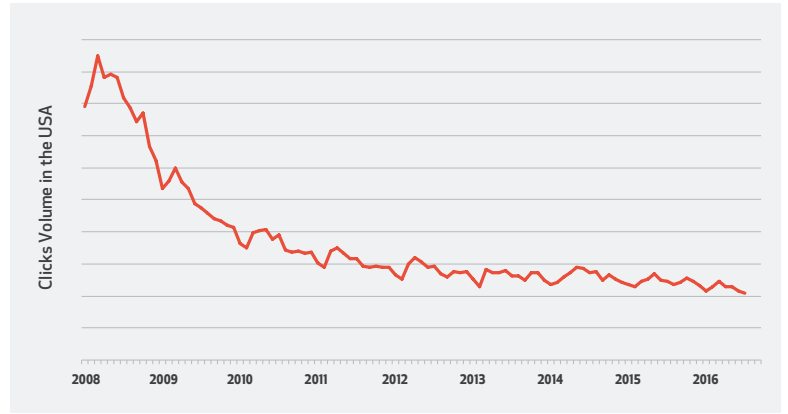


Image 2

What is the Business Builder program?

To help reprographers capture more of the growing Large Format Graphic market opportunities, Canon Solutions America has created the Business Builder Program. The program was designed with a simple goal in mind, to be a consultative partner to reprographers, providing the expertise to diversify beyond mono/color CAD printing into high-margin graphic applications. Given this is a huge step, the Business Builder program provides reprographers with the sales, marketing, and application training to make this successful transition as quickly and as profitably as possible.

How can the Business Builder program benefit me?

A business strategy based solely on wide format CAD printing without diversification to color and other services is increasingly difficult to support today, and projected to be harder in the future. Consider the trending of CAD print volumes and the decline in printer sales over the next three to five years. Although color units will grow, this will not offset the decline in monochrome printer sales (Image 1). Also, tying up limited investment dollars in a CAD technology/strategy will only result in marginal success given the exponential decrease of CAD print volumes over the last eight years (Image 2).

What's included in the program?

In a nutshell, the approach and program consist of initial and secondary meetings with the customer including a presentation of the Business Builder Program and the following components:

The Starting Point—review of the market opportunities including trends of the CAD market, market and application opportunities within the graphics market

The Plan—including our key findings and a recommendation on how to begin to take advantage of the graphic opportunities in their market. This report will also include how we will support their growth into this new market through product, sales, application and marketing best practice training.

Year 1—Initial onsite hardware and software training as well as sales and marketing best practices and application training





What kind of reprographer is a good candidate for the program?

We are finding a wide range of candidates for the program, from repro shops that manually produce about 15 boards a month all the way up to a large graphics business with a few latex or solvent units with dedicated space for a mounting and laminating operation. Some of the companies generate as little as \$400 a month in graphics revenue and some over \$3,500 per month. The key point is good candidates are those that are interested in expanding their repro operation beyond CAD and into color graphics.

How can I get started?

Please reach out to your Canon Solutions America sales representative and they will be able to get you engaged with the sales team for the Business Builder Program.

If you don't know who your sales representative is, please contact:

Ethan Polto at robpolto@csa.canon.com or 215-459-2300



WHY CANON SOLUTIONS AMERICA.

Canon Solutions America recommends forward-thinking strategies to achieve the highest levels of information management efficiency for your unique business needs. Using superior technology and innovative services, we then design, implement, and track solutions that improve information flow throughout your organization in environmentally conscious ways, resulting in greater productivity and reduced costs.

There are many reasons why you should choose Canon Solutions America as your provider for document management solutions. Benefits include:

- A Canon U.S.A. Company
- Business Services
- Professional Services
- Global Capabilities
- Certified Training and Support
- Flexible Finance Options
- Single-Source Solutions Provider
- Managed Document Services
- Nationwide Coverage
- Customized Industry Solutions
- Genuine Canon and Océ Parts and Supplies
- Diverse Range of Input-to-Output Technology

But that's not all. As a company that is dedicated to your needs, we support our solutions with highly skilled professionals and advanced diagnostic systems to maintain peak performance. And with ongoing consultation, we can further your document management capabilities to ensure the highest level of satisfaction and productivity.



CANON SOLUTIONS AMERICA

LARGE FORMAT SOLUTIONS

100 PARK BLVD., ITASCA, IL 60143

1-800-714-4427 | 1-630-250-6550

us.info@csa.canon.com **CSA.CANON.COM**