

you can
Canon

*Document Production
Intelligence*



Real solutions for real customers

“The most important thing for me is that Canon helped find the solution to a problem. It’s not a question of this product, or that product – it’s all about solutions.”

Siegmar Kaestl, Chief Executive, Kaestl



Canon Document Production Intelligence is aimed at commercial printers making the move from analogue to fully digitised production, retail print and copy shops as well as corporate in-house print-rooms.

All of them are under pressure to produce professional quality documents, and the expectation from their customers is always that this can be achieved in a constantly reducing time-frame. With the help of Canon Document Production Intelligence, it can.

MAXIMISE YOUR COMPETITIVE EDGE

In the rapidly-changing world of digital printing, it pays to have a world-class partner, who can ensure that you are not missing out on the latest developments. Canon's experience as a supplier of high-volume, high-quality printing devices, plus our relationships with other leading vendors enable us to provide an unparalleled understanding of the issues you are facing.

Our Solution Business Consultants will help give you a competitive edge in today's fast-moving environment, first of all by listening and understanding, then by developing a completely tailored solution to your specific needs.

We will look at every stage in the document production process – from the way artwork and print instructions are generated and delivered, through to the minute details of colour output that can be critical, particularly in sectors such as design and marketing. We will then identify ways in which time can be cut, quality optimised and costs minimised.

For professional printers, Canon Document Production Intelligence can help you to extend your business into new service areas such as

e-services, and innovative ways to protect your profitability. For in-house print rooms, we will ensure that you are maximising the benefits and the cost-effectiveness of the resource that you provide to your organisation.

So take a look at Canon Document Production Intelligence – we'll let you concentrate on what you're best at, while we take care of the rest.

ONE STRATEGY, ONE PARTNER, ONE FACE

All Canon Business Intelligence solutions are founded on the skill and experience of our Solution Business Consultants who deliver cost effective IT strategies, not just boxes, not just quick-fixes.

Our aim is not just to understand where you are now as a business, but where you want to go, and to suggest ways in which Canon Business Intelligence can help get you there. For you that means a single contact who is close to your business and IT environment, but with a whole range of other experts working for you behind the scenes.



“We wanted to build long-term relationships with our own customers, and with the improvements that we have made to our processes I’m sure that we will achieve that.”



Don't just take our word for it, our partner Kaestl explains what Canon Document Production Intelligence means for them.

FAST PAY-BACK FOR A HIGH VELOCITY PROJECT

Kaestl was established in 1981 as a copy-shop, and Canon has supplied hardware throughout those 22 years. The development of Canon Business Intelligence has enabled an even stronger partnership to flourish. Today Kaestl has diversified into a one-stop-shop digital service, offering digital printing, variable printing, book-on-demand, process printing, letter shop services, e-services, cross-media publishing, web design and internet hosting.

“Since implementing a review of our workflow we’ve reduced one particular process from 30 minutes to 5,”

says Siegmar Kaestl, chief executive of Kaestl – a digital printing centre near Stuttgart, Germany.

“We have a customer who delivers three jobs pretty much every day, so the benefits of the project – up to seven hours time saved every week – are easy enough to quantify. I believe the savings and benefits will ensure that the whole project pays for itself – not just the hard costs, but implementation as well – within 12 months.”

“At the other end of the scale, we are saving on raw materials costs because we are able to position paper much more accurately, so there is less wastage.”

“Canon has always been involved in helping us to deliver our plans and visions,” says Siegmar. **“Over the last few years we have been moving towards a totally automated pre-press system in order to optimise the workflow, and drastically reduce the potential for human error. I believe that the reason we are able to build sustainable partnerships with our own customers is through the highest-quality, just-in-time production.”**

“Working in partnership with Canon, we were one of the first companies in Germany to test Velocity, an innovative workflow software application from efi, who supply the controller for all Canon print devices. We have already used the application so much that I think I know as much about it as anyone.”

The world of digital print is developing so rapidly that there is always room for improvement. But with a list of benefits that already include faster, more secure pre-production processes, improved print quality, reduced workload and big cost savings, implementing Velocity in partnership with Canon has helped Kaestl to keep ahead in a fast-moving game.

Siegmar Kaestl, Chief Executive, Kaestl

Kaestl and Canon – taking the lead

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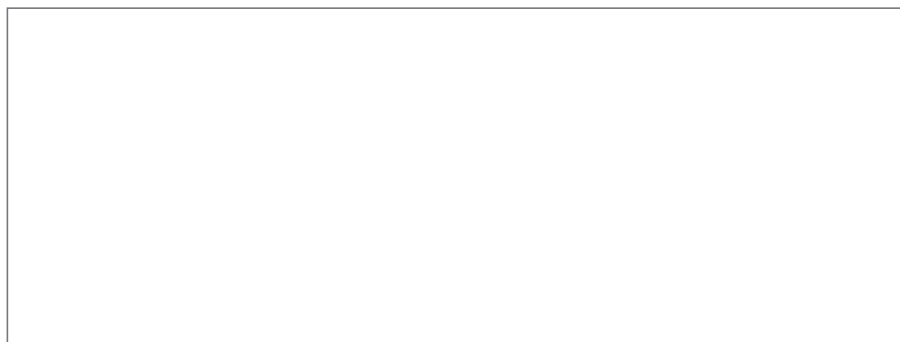
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