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Business & Innovation Scan

Graphic Arts Industry

Canon

Are you well prepared for the future?



To achieve a long-term competitive advantage you constantly have to adapt to the requirements of the markets you serve. You are regularly confronted with trends and developments that bring major changes to the industry. Keeping up with these ongoing developments and defining a strategic response has become a major challenge for many print service providers. The Business & Innovation Scan can help you in this process.

Introducing the Business & Innovation Scan

The Business & Innovation Scan is part of the comprehensive Business & Innovation Process. It provides clear insights about the current innovation status of your company by showing your position in each of the five main application areas: Marketing Collateral, Document Publishing, Technical Documentation, Large Format and Photo Publishing. It also provides a clear overview of how well you are prepared for current developments in each of these segments. Depending on your current position in a segment, the Business & Innovation Scan provides strategic guidance for improvement – including a relevant action plan.

The Business & Innovation Scan process





The Business & Innovation Scan process

During an Business & Innovation Scan workshop, your Account Manager guides you through a five-step process. This process starts by identifying the segments in which you are active – including the products and services offered per segment. In the next phase your current business situation is analyzed. Once the current business situation is clear – the actual trends in the relevant market segments are discussed.

This phase is called Trend Watch. After discussing the trends, the Trend Match phase analyzes to what extent your organization is prepared for these trends. This phase also analyzes your marketing and sales as well as your production processes. Based on the results of the Trend Match analysis, the impact on your portfolio will be clear. This paves the way for recommended strategic directions per application segment – combined with a clear segmented action plan.

The outcome of this process is documented in your personal Business & Innovation Scan report.

Recommended preparations

A Business & Innovation Scan takes approximately three to four hours - depending on the amount of advance preparation and discussion during the process. To get the most out of this process, we recommend you prepare for this workshop and collect the following information beforehand:

An overview of the products / services you offer to your customers

Your total print volumes – including outsourced volumes - in the last full year

Your split of print volume between the four segments

Your revenues and profit over the last five years

Per application segment:

- Finishing options offered
- The actual split between full-color and monochrome applications (%)
- The number of jobs with a mix of color and monochrome pages
- Media used in the different applications (especially sizes and weights)

Any questions?

Please contact your Canon Account Manager for more information on the Business & Innovation Scan.

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