

Canon

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Business &
Innovation
Scan

ENHANCING
IN-HOUSE PRINT
CENTRES



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Are you well prepared for the future?

To add long-term value to your organisation, your In-house Print Centre has to deliver a range of high quality, efficient, timely, secure and easy to use print-related services to your customers at a cost consistently below the equivalent commercial services.

For your business success you constantly have to adapt to the changing requirements of the customers you serve. You are regularly confronted with trends and developments that bring major changes to your organisation's communication processes. Keeping up with these on-going developments and defining a strategic response has become a major challenge for many In-house print operations.

In addition, senior management require an efficiently run operation that supports the achievement of the organisation's business objectives and delivers value for money. The Business & Innovation Scan has been designed to help you in this process.

The Business & Innovation Scan process



Introducing the Business & Innovation Scan

The Business & Innovation Scan is an assessment tool that helps us work with you to provide clear insights about the current business approach and innovation status of your print operation. The scan enables an understanding of your current capabilities to meet today's challenges, identifying improvement opportunities and making recommendations for future action plans to help your Print Centre add further value to your organisation.

To provide a complete overview of your Print Centre's capabilities, the scan covers cost control, production of print applications, sales & marketing, business integration, security and sustainability. The output of the Business & Innovation Scan is a detailed report customised for your print operation.

The Business & Innovation Scan process

The Business & Innovation Scan utilises a structured approach to identify potential opportunities that will enhance your print operation and your current capabilities for achieving them. The approach starts by discussing the current trends in the print industry and the in-house printing market in particular – what we call Trend Watch.

Then during the actual assessment scan we analyse your print volumes, the importance of different print applications, the current status of your production capabilities, as well as your current business model. The assessment scan, conducted by a Canon consultant, consists of a detailed series of questions covering every aspect of your print operation.

In the Trend Match step, we analyse your current capabilities against the market opportunities in terms of your ability to produce specific print applications. We also analyse your current business model to provide a clear view of your print operation's capability to meet both today's and future print related requirements.

Based on the results of the Trend Match, the customised Business & Innovation Scan report suggests a strategy for enhancing the business performance of your print centre, supported by recommended action plans.

Recommended preparations

The assessment step of the Business & Innovation Scan takes three to four hours, depending on the level of discussion during the process and the amount of advance preparation. To get the most out of this process, we recommend you prepare for this assessment by gathering the following information:

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

Your budgets over the last five years

Your total print volumes, including outsourced volumes, in the last full year

The split of volume between different print applications

Per print application:

- Finishing options offered
- Split between full-colour and monochrome applications
- The number of jobs with a mix of colour and monochrome pages
- Media used, especially sizes and weights

Any questions?


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


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