

you can  
**Canon**

**Variable Data  
Printing  
Solutions**

CUSTOMER FOCUSED  
COMPLETE SOLUTIONS  
COMMITTED ORGANISATION

*I need to find ways to  
maximise our existing  
technology and open  
up opportunities for  
my business.*

”



OFFICIAL SUPPLIER



*You need to work with a company that understands your business, but crucially appreciates how Variable Data Printing can revolutionise your market offering.*



Businesses struggle to get messages through to their customers. The key is to say something relevant, say it at the right time and to the right people. That's why personalised communications has created a growing need for more targeted, more complex documents produced in short print runs. Canon's Variable Data Printing solutions enable organisations to increase the value of transactional and promotional documents and improve operational productivity, whilst integrating with existing business applications and systems infrastructure.

## Introducing Variable Data Printing – targeted communication with clarity

### VDP - Critical for business operations

Transactional documents such as forms, policies and invoices are critical to business operations. Making them clearer and more relevant to recipients can increase business efficiency significantly. Faster payment can be achieved from greater clarity, extra revenue generated from integrated marketing messages, customer loyalty can be improved through reduced queries, and administration costs can be reduced. And by always looking professional, the company image is enhanced too.

Promotional documents such as marketing brochures, leaflets and mail shots generate a better response from target audiences when their contents are individually focussed. One-to-one marketing is the way forward and targeted, personalised, eye-catching, full colour documents are the ideal tools.

No wonder there's such a growing demand in business for variable data printing solutions.

### Opportunities for printrooms

Transactional document production that would normally be outsourced can now be handled internally, quickly and easily with Canon's VDP solutions. And by bringing more work in-house you bring down the costs, as well as assuming complete control of the timing, quality and security of production.

Canon's VDP solutions bring sophisticated production capabilities to your printroom as well as enhancing the utilisation of your equipment. Plus, there's a raft of new services to offer your customers.

**Now with Canon's VDP solutions, you can look forward to lower costs and higher service levels.**

### Opportunities for Print for Pay and Commercial Printers

Canon's VDP solutions enhance your offering to existing customers as well as providing services to attract new customers.

The introduction of variable data capabilities enables you to initiate more profitable project-based charging rather than click-per-page charging – adding value to your customers and profit to your business. New production capabilities enabled by VDP will increase your output potential enabling print equipment to be utilised to maximum effect.

**Now with Canon's VDP solutions, you can look forward to more business and more potential profit.**

**Our consultants have specialist expertise in the print business, they understand the challenges your business faces.**

Whether you require transactional or promotional printing solutions (or both) within your organisation, producing sophisticated variable data documents is easy with Canon. And as our solutions are designed to integrate easily with your existing infrastructure it's a highly cost effective way to deliver exceptional communications.

## Enhance your business capabilities with Variable Data Printing

### Make Canon VDP part of your workflow

Canon provide a comprehensive range of our own, and third party, hardware and software components that support Variable Data Printing processes:

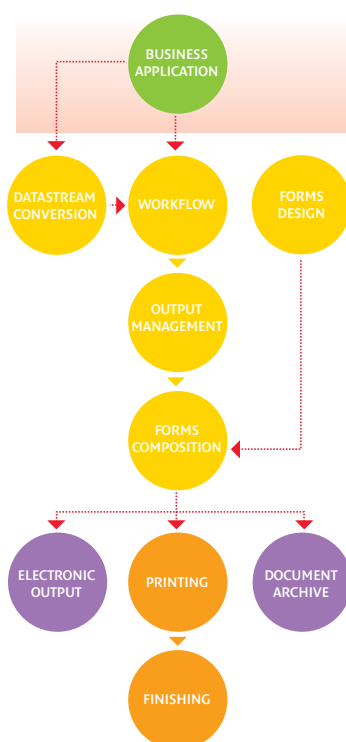
1. Data transform tools that automate the restructure and format of data streams.
2. Document design and composition tools that enable professional documents to be created without the need for expensive re-programming of business application changes.

3. Output management and control tools that enable multiple document types to be output in different formats at different locations from the same input data.
4. State of the art digital print devices that produce high speed, high quality output without the need for pre-printed stationary.
5. Automated finishing and fulfilment products.
6. Document archive and retrieval tools that enable fast and simple access to information, and re-print facilities.

### Integrate with your existing infrastructure

Canon's VDP solutions have been designed to fit seamlessly into your existing systems infrastructure and business applications, maximising your previous investments. Specific tools enable legacy systems and client server applications to co-exist, bringing outstanding power without financial burden.

### Variable Data Print Workflow



### Endless Applications

With variable data printing capabilities for promotional and transactional documents, there's so much more you can do. And the applications are only limited by the imagination.

#### Transactional printing

Business documents with individual variations and no pre-printing required

- ▮ Invoices
- ▮ Statements
- ▮ Purchase orders
- ▮ Insurance documents
- ▮ Barcodes and labels
- ▮ Enrolment forms
- ▮ Contracts
- ▮ Correspondence

#### Promotional printing

Marketing materials and communications with personalised messages

- ▮ Catalogues
- ▮ Brochures
- ▮ Inserts
- ▮ Direct Mailings
- ▮ Promotional materials
- ▮ Press/new releases
- ▮ Newsletter

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*I need to combine colour images, charts and text dynamically and with minimal effort.*

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Canon's Variable Data Printing solutions are easy-to-use and integrate with your existing set-up.



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*We'll take time to establish exactly what you need to achieve and then work alongside you to make it happen.*

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# Personalised for your business

We'll spend time understanding how your business works, before recommending a Variable Data Printing solution that will best meet the unique requirements of your business.

## Personalised for your business

Our VDP solutions enable you to create uniquely targeted communications to clients. Our approach to your business is the same - we'll take time understanding how your business works, how your staff interact and who your customers are, before recommending a solution and implementation plan that's appropriate to your needs.

## Much more than software

A Canon VDP solution is much more than a flexible suite of software. A Canon solution will consider all of the elements you need to maximise the potential of your investment. This can incorporate an implementation plan that covers the set-up and integration with your existing infrastructure as well as specialist staff training and ongoing maintenance.

If required, we can even help develop a customised front-end interface for you or assist with the development of specific Variable Data workflows.

## Partnerships that benefit you

To ensure we can provide the very best solutions to our customers, we form partnerships with leading companies whose offerings complement ours. Therefore, we provide best of breed software, hardware and services to deliver solutions that really meet your needs.

## Professional services

To create solutions that meet your specific needs requires much more than hardware and software solutions. Canon's Professional Services deliver the appropriate combination of technology, expert knowledge and services to ensure trouble-free implementation, and a healthy return on investment. Professional Services are delivered to you through a range of tailored programs, which Canon build in partnership with you. These programs may include document design and workflow development and educational modules.

**Software is only one part of the jigsaw to an effective solution. With Canon as your partner you get a package that incorporates everything you need to maximise your investment return.**

VARIABLE DATA PRINTING

Talk to us to see how  
variable data printing can  
work for you personally.

you can  
**Canon**

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