



Canon Business Services



Transforming
your business

come

and

see

Canon

Canon Business Services

With shifting dynamics in consumer behaviour changing how businesses operate, the way in which organisations build and sell their products and services is changing quicker than ever before.

By taking over responsibility for a variety of processes, we can operate, optimise and innovate our customers' operations.



Who We Are

Canon Business Services is made up of highly experienced experts, who consult, build solutions and deliver outsourced services to businesses in order to:

- Give them context and better access to data
- Enhance customer engagement across multiple channels
- Optimise customer interaction through compliant communications
- Standardise the way they work with information

Our Manifesto

To **empower business transformations** by optimising business processes.

Market Themes

We've identified six core market themes which our services address.



YOUR CHALLENGE:



WE HELP WITH:

Access

Businesses are accumulating more and more data, but to benefit from that data you **need easy access** to it.



We turn analogue information into digital processes so that you can **access information anytime and from anywhere**.

YOUR CHALLENGE:



WE HELP WITH:

Understanding data

Businesses value data more and more, but to **make that data valuable** is the biggest challenge.



We make data useful by managing it more efficiently and effectively and **transforming it into targeted marketing and communication services**.

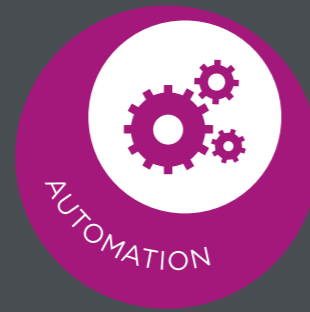
YOUR CHALLENGE:



WE HELP WITH:

Efficiency

Every business is looking for better ways to achieve more with less by being **smarter, more connected and more efficient**.



We help businesses automate their workflows so that you can continually track data and push the **right information to the right customers at the right moment in the most efficient way possible**.

YOUR CHALLENGE:



WE HELP WITH:

Risk mitigation

As the flow of information grows and competition and regulation increase in parallel, so do a **company's risks**.



We help to reduce those risks by overseeing and updating compliance and governance requirements and by offering **highly secure production and communication services** across all platforms.

YOUR CHALLENGE:



WE HELP WITH:

Communication across multiple channels

New channels enter the communications arena and open new opportunities, forcing brands to **rethink their strategies** and **repurpose their content**.



We organise and prioritise information and leverage new technologies to **communicate and integrate your content across multiple channels**.

YOUR CHALLENGE:



WE HELP WITH:

Organisational alignment

We operate in a 24/7 global economy handling increasing customer expectations to react more rapidly to their needs than ever before. As a result our customers require **internal organisational alignment and effectiveness** - both internationally and locally.



By optimising and standardising processes, we produce and **unify data across multiple channels and business functions**, independent of location.



Our Expertise

At the heart of Canon Business Services is a highly experienced team of experts with knowledge ranging from global services and new technology, to local compliancy and governance.

We believe that business services is still fundamentally a human endeavour, and that information without interaction is just more data.

Taking time to understand our clients' needs, we tailor our approach to each unique business and their individual challenges. Our transformation and change management capabilities are based on insights and validated benchmarks, and utilise methods and tools that have been proven across hundreds of projects, both internationally and locally.



EXPERT TEAM

Experienced consultants identify opportunities



KNOWLEDGE

Global services, new technologies, local compliancy and operational governance



METHODS & TOOLS

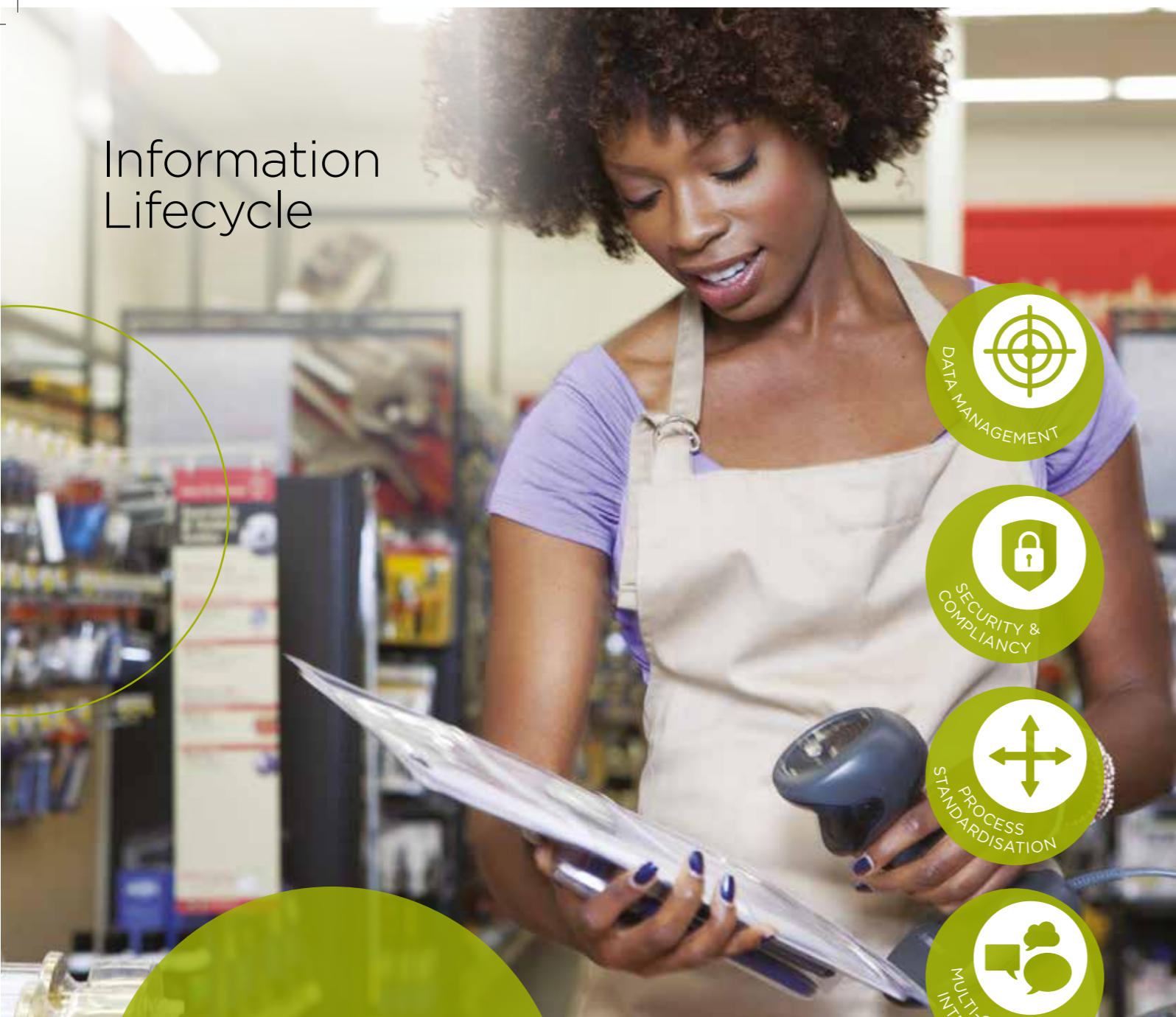
Subject matter experts enable our clients to reach their desired business model



TRANSFORMATION CAPABILITIES

Insights and validation tailored to your transformation needs via hundreds of international and local projects

Information Lifecycle



Accessing and giving context to content across core processes

Information Lifecycle Services captures, classifies, reuses and stores businesses data to make it more accessible, efficient and cost-effective.

For example, we can use our understanding of new technologies and expertise to write, design and produce a user or service manual or transform a manual into an augmented reality app. This requires a deep knowledge of the vertical segment and customer-specific business processes in order to deliver the right services across multiple channels, organisations and internal talent.

Marketing Execution and Production



Enhancing customer engagement through cross-channel campaign management

Marketing Execution and Production Services is the complete management of content and communication materials across multiple channels.

This end-to-end full-production service streamlines the creation, delivery and distribution of content and enables our customers to reuse and store campaign assets, making them easily accessible across global organisations. With the help of data analytics and business intelligence, we can continually find new ways to make the marketing, communication and production processes more efficient, more personalised and more cost-effective.

Customer Communications



SECURITY & COMPLIANCE



DIGITISATION



MULTI-CHANNEL INTEGRATION

Optimising customer interaction through compliant communications

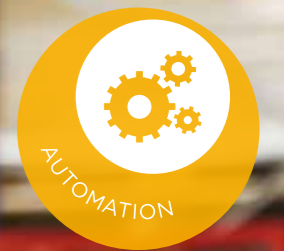
Customer Communication Services help clients more efficiently execute, manage and optimise their communications in both print and digital media.

Specifically designed to increase businesses' customer loyalty and customer experience, our multi-channel communication service is customisable, highly secure and continually updated to meet compliancy and governance requirements across all global communication platforms, in order to deliver the right services across multiple channels, organisations and internal talent.

Document Outsourcing



DIGITISATION



AUTOMATION



SECURITY & COMPLIANCE

Standardising, automating and transforming the way businesses work with documents and information

Document Outsourcing Services help optimise, streamline and ultimately transform critical business processes by automating workflows and digitising data.

From traditional document services, such as centralised print and mailroom, to fully automated data capture, processing and output management, this flexible service is designed to improve process efficiencies. It also reduces operational costs, increases work productivity and ensures document security and regulatory compliance in areas such as HR, Finance, Legal and Customer Care.



Consultancy

We also offer a consultancy and support service to help businesses develop multi-channel communication strategies, become digital enterprises and achieve information excellence.

We work with you to understand where you are on your current journey and your future aims for your business. We then help set realistic targets and develop a project plan to execute the change together.



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