



**PROFESSIONAL SERVICES GUIDE**



# PROFESSIONAL SERVICES FROM CANON SOLUTIONS AMERICA

Whether we are integrating a solution into your existing workflow or designing a new one from scratch, our Professional Services team is here to help provide a smooth transition to your new solution so you can begin achieving results. We understand that one size may not fit all and have therefore developed a comprehensive suite of Professional Services that can be tailored to meet your business requirements.

Training is an essential step towards achieving high productivity in a short amount of time. Ensuring your users know how to use Canon technology is a vital part of maximizing your investment with Canon Solutions America. By educating your users, you can help to improve their productivity and operational efficiency and provide them the tools to allow them to make more effective use of the resources available to them, in a way that best suits your organization. Most training modules can be delivered on your premises and can be tailored around your availability, taking into account the varying needs of different personnel within your company.

Businesses are under constant pressure, and we recognize that some organizations would prefer us to manage and deliver Professional Services for their organization. We have developed a suite of services for those customers who want the configuration and maintenance of production workflows and color policies set up and managed by Canon Solutions America directly.

Where there is a requirement for Professional Services, we would typically undertake a scoping visit to ensure that we fully understand your requirements and can create a detailed statement of work to support your needs.

This is a guide to the Professional Services available from Canon Solutions America. Our Professional Services are designed to support those working in production print and color critical print environments. The topics covered range from pre-press to production and can be purchased as training modules or purely on a consulting services basis.

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## SOFTWARE AND SERVICES FOR PRODUCTION ENVIRONMENTS

### Job Submission/Web-to-print

Canon Solutions America offers a comprehensive suite of web-to-print and job submission solutions designed to make it simple for your customers or staff to submit print orders to your production center. These solutions offer you the chance to increase productivity through the automation of manual tasks and provide greater control through powerful management information tools. Our Professional Services offerings cover the setup and configuration of these solutions as well as Administrator and end user training. If this is a new service that you are introducing, our Professional Services team can work with you to develop and deliver a communications launch and a training program.

### Prepress/Document Mastering

Production Prepress solutions include the traditional make-ready tools to which production key operators are accustomed; scanning, job assembly, image editing, annotation, imposition, job ticketing, and tight integration with targeted production printers. We provide a full range of Professional Services to support the installation of and training on these solutions.

### Personalized Communications

Whether you are looking to produce personalized customer communications, do variable data printing, create direct mailings, or run cross media campaigns, we have a full range of solutions and Professional Services to help support your initiatives. Our Production Solution Analysts will work with you to understand your requirements so that they can tailor the solution to meet your needs. They will work with you to help optimize your document and print processes. We will support you throughout the whole process from technical design to implementation, configuration, and administrator and key operator training.

### Color Management

Canon Solutions America offers a robust portfolio of color management software to help provide consistent and accurate color output across all our color printers. Consistent and accurate color reduces waste and improves productivity and profitability. The use of color management software satisfies brand-aware customers where color consistency across multiple media is important. If printing to industry standards with a color managed workflow is important, we have G7 experts available to help you achieve this. Our comprehensive range of services to support your color workflow are detailed in the following sections.

# TRAINING SERVICES PORTFOLIO

## imagePRESS Color Training Course

### Production Color Workflow Package for imagePRESS

This training is essential for every digital imagePRESS color press to ensure you get the most out of your investment. The Color Workflow training is carried out by one of our expert Color Analysts, in your environment, and is based around an in-depth understanding of your production print requirements.

Through a nationwide network of Canon-certified training professionals, we deliver a full suite of hands-on and web-based training aimed at helping end users get up-to-speed with new technology and solutions quickly. Our goal is for you to experience enhanced productivity and operational efficiency from day one. The Color Workflow training provides you with standard and in-depth workflow consulting and training for your Canon color production devices. The content of the training can be tailored to ensure it meets your color goals and would be based on the following topics:

- Educating operators on the key features and functionalities of the device.
- Job management of the system to increase the operators' productivity in simplifying and managing the production and workflow tools it provides.
- Advanced RIP Education which includes how to utilize hot folders, virtual printers, and advance workflow scenarios.
- Advanced education on make-ready features as well as advanced media management.
- Advanced color management materials which include color space review, spot color, and brand color representation (CMYK, RGB). Enhanced image editor.
- Color calibration training, which provides a process of adjusting the settings of a device to known standard values.
- Profiling to ensure consistent color using precision tools (dependent on the options ordered).

Production Color Workflow Package duration will vary depending on the product and solution configuration and complexity of your environment and requirements; however, for production and color critical environments, or for those moving from a different brand of production device, we would recommend the following at minimum:

#### imagePRESS C850/C750/C650/C65

- 2 day Production Color Workflow Package

#### imagePRESS C10000VP/C8000VP

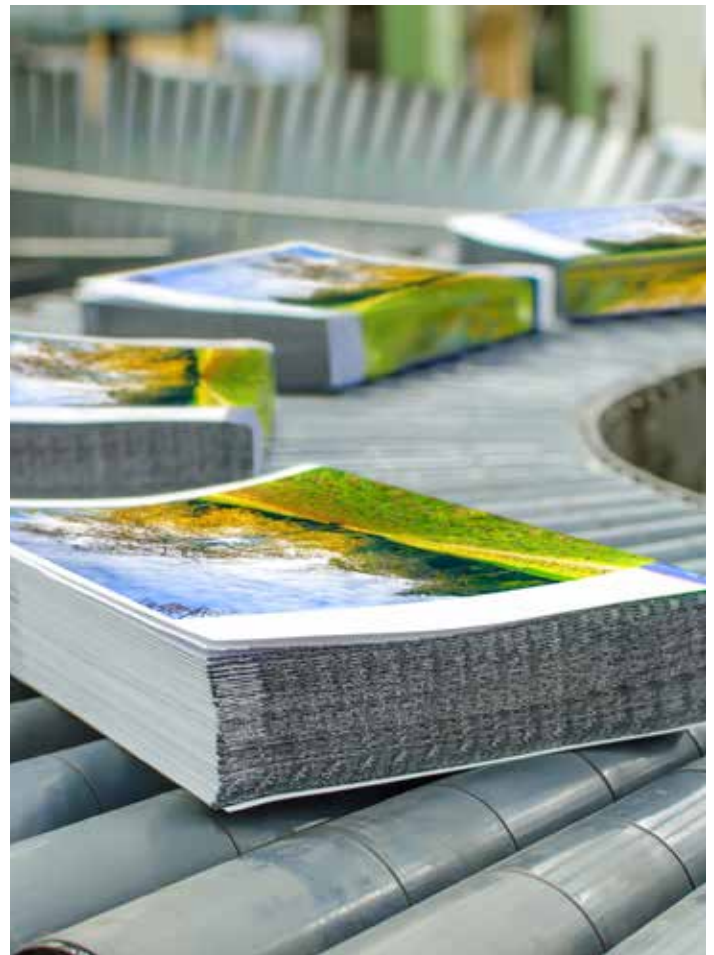
- 3 day Production Color Workflow Package

Trainees will have the opportunity to gain a working knowledge of all the key features and functionality of the imagePRESS as well as an understanding of technique and workflow practices involved in producing high quality prints. In addition, they will gain a working knowledge of all the key features of the imagePRESS controller (PRISMAsync or Fiery) related to the techniques and workflow practices associated with production printing. This will help to ensure that your operators possess the tools needed to produce high quality color prints, using a variety of color tools and precision instruments.

## Modular Training Approach

In addition to the Production Color Workflow Package, which we strongly recommend for every color production device, Canon Solutions America also provides ad hoc workflow and color training and consulting on specific topics and modules. Dependent on the device, controller, and software options you purchase, our analysts will work with you to tailor a training program that meets your business needs.

All on-site training will be sold in minimum units of one day. The topics and modules are outlined in the following pages.





## Core Workflow Modules

### Creation and Maintenance of Media Catalogs

Setting up the media catalog allows you to configure elements of automation and create associations between media, screening, calibration sets, and output profiles. This training covers all the options in creating a media catalog, associating calibration sets, and ICC profiles. Once media is registered in the catalog, custom settings can be applied to individual media entries to allow for the best paper handling and color fidelity.

### Working with Hot Folders

Hot folders allow you to print PDF, PS, EPS, or TIFF files on your Canon color device without having to open them first. This training covers creating folders based on print settings, imposition layout, and color workflow. Once a hot folder is created, PDF, PS, EPS, or TIFF files can be printed by simple drag and drop, eliminating repetitive workflows for faster, hands-off, error free printing.

### Creating and Working with Spot Colors and Brand Colors

Most organizations have brand guidelines and their corporate logo colors are usually specified as PMS (Pantone Matching System) colors. Understanding how to work with spot colors (Pantone) within Adobe CS and how to translate these to applications such as MS Office is essential. This training module covers working with spot colors within the Adobe Creative Suite, ensuring that the Pantone color palettes are included in any PDF files created. It also covers how to work

with your chosen controller to confirm the ideal Pantone color representation of your corporate logo and brand colors. Also covered is how to map Pantone colors and Process RGB and CMYK builds to your MS Office color palettes.

### File Analysis - Preflight and Pitstop

This course looks at basic file analysis and how to highlight errors before printing. Most current print issues are caused by incorrect file preparation and this training helps operators identify potential issues in submitted files. This module is designed to help operators identify errors in the file and make minor changes before printing, saving on unnecessary reprints. Where major changes are needed, an alternative Pitstop training course would be recommended.

### Print Driver and Print Management (PRISMAsync Operator Console or Fiery Command Workstation)

This course shows users how to submit jobs using the print drivers with an emphasis on scheduling production for print room operators. Utilizing all the options available from the print driver, covering basic printing to submitting booklets, selecting finishing options of the device, specifying media required, and setting the image and color options for output. We also show you how to manage jobs through the print process, increase productivity by using fewer clicks to produce a job, minimize errors by viewing the jobs on screen before submitting to print, and create presets and workflows for repetitive procedures.

# PRISMA Workflow Modules

## PRISMAsync Productivity Tools

There are a number of productivity tools available with our PRISMAsync driven printers that are designed to increase productivity and provide you with a clear view of your production environment. This module is designed to show your print managers and operators how to get the most out of these tools.

- PRISMAlytics Dashboard is a cloud-based solution that you can securely access anytime. It collects the raw data from your PRISMAsync production printers, keeps track of the states, consumable usage, and performance of your printers, and provides simple production figures and trends over time.
- PRISMAsync Remote Manager allows operations to manage their PRISMAsync-driven engines remotely. Our analysts will show your operators how they can manage a single engine or a fleet of digital presses including viewing production schedules, manipulating jobs and queues, and even how they can upload jobs, all from a remote location or workstation.
- PRISMAsync Remote Control enables operators to receive notifications on their smartphone when a printer requires operator attention, helping them to plan ahead and be able to react quickly when an event occurs, allowing greater productivity.

## PRISMAsync Color Tools and Calibration

Achieving predictable color every time is a major challenge for any business, and maintenance and calibration is a crucial aspect in color printing. All toner based print engines use mechanisms sensitive to environmental factors like humidity and temperature. Calibration is essential to maintain a consistent color reproduction despite those environmental changes. This course teaches you how to maintain the engine and ensure it is running and printing at its optimum values. This module also covers how to use the media catalogs, print drivers, and the Remote Manager, and how to adjust the media settings in the PRISMAsync controller, including applying curves for late-stage editing.

## PRISMAprepare

PRISMAprepare is a powerful stand-alone application for professional make-ready which can reduce costly preparation time significantly. In addition, it eliminates hard copy proofing. Since it is device-independent it also enables customers to unleash the full power of both black-and-white and color output from their Canon and non-Canon production cutsheet printers. This training helps operators understand the full capabilities of the product, from composition of files, correction and clean-up of images, document layout and imposition, to tab creation and workflow automation.



# Fiery Workflow Modules

## Graphics Arts Package Premium Edition

Premium Edition extends the level of color management, proofing, and workflow control for graphic arts professionals. The Graphics Arts toolkit consists of Pre-flight Report, Post-flight Report, ImageViewer, Paper Simulation Editing, Halftone Simulation, 2-Color Print Mapping, Configurable Auto-Trapping, Filters for Hot Folders, and Control Bar tools. This training covers how to correct photographs, troubleshoot using Pre-flight or Post-flight, evaluate CMYK color channels as individual entities and in overprint combinations, add Control Bars for Color Verification, make adjustments to auto-trap settings, and apply halftone screening pre-sets to print jobs. This also allows submission of JPEG files directly to CWS or through a Hot Folder.

## Fiery Impose (Document Imposition)

The primary goal of imposition is to maximize paper use by arranging pages in the correct print order and/or format for printing and binding needs. Fiery Impose enables users to easily create booklets, provides several options for gang-ups, and supports optimized layouts for cutting and stacking. This training introduces you to the imposition tools, concepts, and terminology. You will learn how to set up common types of imposition layouts used in digital printing presses and create custom imposition templates to streamline your imposition process.

## Fiery Compose (Document Composition)

Fiery Compose is an easy to use document composition tool, designed with a very visual and intuitive user interface. From a single window, operators can manage tabs, specify media selections, apply last-minute edits, import pages, and assign multiple finishing requirements. This training teaches you how to use the various tools to simplify labor intensive document preparation tasks in order to produce professional looking documents.

*\*Depending on device and controller, additional software may need to be ordered.*





## Fiery JobMaster (Job Assembly)

Fiery JobMaster is a powerful and intuitive make-ready solution designed to simplify the process of setting up complex documents to be printed. Operators can specify mixed media either at page level or chapter, add page numbers, apply incremental ticket numbering, define finishing and tab sheet insertion, and add tab captions with images and color backgrounds. Users can de-skew and de-speckle scanned documents; edit images for brightness, contrast, and sharpness; make pages fit to the desired media size for a uniform appearance on every page; and mask out staples, hole-punch marks, or page content. This training teaches you how to use various tools to simplify labor intensive document preparation tasks in order to produce consistent and reliable output.

## Fiery Color Maintenance and Calibration

This module is suitable for those businesses investing in Fiery Server technologies to support their printer; it focuses on how to achieve predictable and consistent colors when printing. Calibration of a device is essential if you want to maintain a consistent color reproduction. This course teaches you how to maintain the engine and ensure it is running and printing at its optimum values. The course begins with the maintenance routine to maximize the engine capabilities, using the shading and linearization processes followed with calibration of the Fiery Controller.

## Advanced Fiery RIP Training

This module provides customers with implementation and training support for imagePRESS external controllers. It includes the installation of print drivers and Fiery Utilities on up to an additional five workstations. Once this is complete, training will cover a range of topics, including key features and functionalities of the controller operations, calibrating the controller, an overview of the Command Workstation, Fiery color management, how to set up an archive, managing special job overrides, Fiery variable data printing, imposition tools, and automation.





## Additional Modules

### Introduction to Color/Color Printing

This short but comprehensive course is designed to provide trainees with an overview of the print production workflow from pre-press to print. The course comprises both theory and practical hands-on sessions. It explores how color is viewed and how best to design for digital output using the Fiery or PRISMA technology purchased.

### Design for Print - Litho/Press/ Digital/Flexo

Different printing processes will handle color differently and have different capabilities. Litho presses can accommodate PMS colors, whereas digital CMYK devices typically cannot. As a result of this, files may need to be prepared and exported differently, depending on their destination.

Understanding the different print processes and their limitations can influence color choice at the design stage to ensure better color fidelity across different print media. This training module is based on using correct color settings and CMYK press standards from within the individual applications of Adobe CS, and how to soft proof to different press standards and maintain brand fidelity across different printing systems. It also looks at using simulation profiles to simulate the output of one print process on another, i.e. simulation of litho print on a digital printer.

### Archiving/Disaster Recovery

This module is designed to provide users with the knowledge and confidence to create and manage a regular backup of your Fiery or PRISMASync controller. In the event of a failure you can quickly restore your system, minimizing disruption in your production process. The training is carried out by one of our Production Training analysts; the first backup is typically created 2-3 weeks after a new install, when the engine installation, training, and custom profiling have been completed. Our analyst will then show your key operator how to perform regular interval backups. The backup procedure for the print controllers and print engine settings will include the following as required: Network Settings, Workflow Configurations, Color Profiles, Custom Spot Color Libraries, Custom Media Library, Imposition Templates, Custom Job Parameter Presets, Hot Folders, Virtual Printers, Custom Input Workflows, and Ongoing Consulting and Professional Services.

*\*Color Profiling software must be ordered.*



## Color Profiling

An ICC profile is a set of data that characterizes a color input or output device, or a color space, according to standards set by the International Color Consortium (ICC). This module covers the functionality of using profiling software (for example, COLORlynx) and i1 (or ISIS Spectrophotometer) to create ICC profiles. Depending on the software and controller you have chosen, this may include display monitors, scanners, and RGB and CMYK printers. We provide full training on evaluating the results and validating the output against various press standards. The main focus will be the creation of ICC media profiles, to help ensure that the best color fidelity is maintained across the range of media that is in use.

## Monitor Calibration

This module is for those that are working in color critical environments that want to be able to get a similar view of documents from monitor to print. Current flat screen monitors typically display a color gamut larger than some CMYK printing specifications and need to be calibrated to ensure a shared visual appearance from screen to print. This training module covers calibrating desktop publishing (DTP) monitors to allow accurate soft proofing. The availability of this training is dependent on your environment and the software that you have purchased.



## PROFESSIONAL SERVICES DELIVERED BY CANON SOLUTIONS AMERICA

These services are for customers who want the configuration and maintenance of production workflows and color policies set up and managed by Canon Solutions America. Our team of expert production analysts will create a tailored package of services based on your specific business needs. We will need to schedule an on-site visit to evaluate your environment and create a scope of work.

These services can be complemented with ongoing color health checks, which we can use to maintain the integrity of your color setup so that your color workflows are optimized over the duration of the contract. These are further described in the Ongoing Support Services section.

# Total Color Management Professional Services

Canon Solutions America designed the Total Color Management Professional Program for those organizations that want to improve and control their color output and for those interested in attaining G7® Master Qualification. Canon Solutions America has a team of G7® Certified Experts who can carry out a full color workflow assessment and then advise on the steps needed to help you attain G7® Master Qualification.

## Color Workflow Assessment

Canon Solutions America's Color Workflow Assessments are carried out by one of our G7® experts, who will meet with you to carry out a top level analysis of your entire print environment. They will review the current status of your print production devices and associated print processes and applications. They will also work with your print personnel to understand if there are any additional training requirements.

At the end of the assessment we will provide you with a detailed evaluation of your current color management processes and will include a gap analysis based on jointly identified issues, barriers, or areas for improvement. Finally, we will present our recommendations on how you can further improve your existing color environment.

## G7® Master Printer Qualification Support

G7® Master Status is granted to physical facilities qualified to use the G7® Proof-to-Print Process and uses the most modern technology, techniques, and press controls to produce a shared visual appearance from proof to print or process to process. If attaining G7® Master Qualification is a goal for your business or a requirement of your print buyers, then our color experts can help. This program is designed to help guide your organization through the process of achieving G7® Master Qualification. Once our certified G7® experts have carried out a full discovery process, they can help advise you

on where you can make improvements as well as recommend best practices in the industry. In addition, they will train staff on implementing changes toward G7® Master Printer Qualification and can help manage the application process.

## Color Profiling Service

For those organizations that don't want to manage the creation of color profiles for devices, Canon Solutions America can do this for you. Using your color profiling software (iPublish, iProcess Control, EFI Color Profiler Suite) and your spectrophotometer, our Color Analysts can create custom output profiles for your specific media and devices.

## Creation and Management of Spot Color Libraries

A Canon Solutions America Color Analyst will set up all the different color libraries required (Pantone, RGB, CMYK) in accordance with your brand guidelines. These libraries will be validated against the relevant Pantone swatch books to ensure the best color match within the device color gamut. We can also liaise with your creative agency to ensure they understand how best to prepare PDF files for digital printing. Additionally, we can advise your internal IT team on the distribution of Microsoft Office color palettes.



# Ongoing Support Services

We recognize that business needs change over time, and we want to give you confidence that you have the right level of support throughout the whole term of your contract. The Canon Solutions America Subscription Support Services program allows us to tailor services to meet your specific requirements. We have developed a suite of services that can be purchased as part of the solution and utilized when needed during your contract. We offer a number of services which can be scheduled across the term of your contract.

## Quarterly Color Health Check

It is important to educate your users in the use of automated color workflows and to ensure that all users are using the optimum settings for work that they are creating and publishing. It is also important to ensure that we help you amend and adapt your processes as things change (OS upgrades, application software upgrades, changes to brand guidelines, staffing, etc.) To deliver this, we can create tailored training packages from novice color user to advanced users and also offer a regular “color health check” where we will schedule quarterly visits from a color specialist to confirm that the workflows we have created continue to meet your business needs, provide advice on software upgrades and application settings, and deliver ongoing training as required. This could be training for new staff, refresher training for existing users, or assistance with configuring default color settings for application software upgrades, (i.e. upgrading Adobe CS5/6 to Creative Cloud); generally verifying that your organization is up to date with industry best practices. All of the components listed above can be incorporated into these color health checks.

## Update User Training / Printing Clinic

We can arrange for a Production Analyst or Trainer to schedule a drop-in printer clinic on your site, where users can visit as convenient. This can be beneficial to large corporate environments in which scheduling training for large groups of busy people can disrupt business. More formal training can also be arranged for groups (ideally up to eight trainees) in a classroom environment. Alternatively, update user training sessions can be arranged to refresh users on key topics or to educate new starters on the color devices and technologies.

## Remote Training Services

In a production environment it is often difficult to schedule time out of the production process; however, ensuring your team understands the technologies and solutions that are available is essential to obtaining the maximum benefits. For new starters or those that need a refresher, this option can help get individuals up to speed quicker. Canon Solutions America’s Remote Training Professional Services offering provides you with a flexible option to address specific training needs. We offer a suite of training modules that can be delivered remotely so that you can schedule these to fit in with the demands of your business.





## Canon Solutions America Professional Services Team

Canon Solutions America offers a full line of document workflow and personalized communications software solutions and, most importantly, supports these products with a specialized team of production analysts. We provide end-to-end document workflow solutions to help you gain a competitive advantage.

Our Production Solution Analysts have extensive experience working in production environments. We recognize that many organizations still have legacy systems and applications, so on our teams we have specialists who are proficient in working with multiple data streams and can integrate our solutions with your business systems when appropriate. Our analysts have the skills to advise you on how to optimize your document and print processes utilizing best-in-class solutions.

Through our commitment to provide continued training for our field and support professionals, we ensure that all Canon Solutions America's Professional Services teams are fully trained and certified on the products and software they support. In addition, we encourage our employees to participate in ongoing skill enhancement and development training, supporting their development and helping us to maximize customer satisfaction. All of our teams have certifications in the following areas:

- G7 Expert Certification for Idealliance
- Color Management Professional (CMP) from Idealliance
- EFI Fiery Expert and Professional
- PRISMAsync



## CUSTOMER TESTIMONIALS

### The Color Group: Seattle, Washington

*"I recommend Canon Solutions America because they are easy to work with, they genuinely care about the business, and they want to grow with us and provide us with a solution for the long term."*

Eric Nielsen, Owner

### Flash Printing: Boston, MA

*"Canon Solutions America has been great from the beginning and it's been a great partnership. For quick printers like myself, I think Canon Solutions America is the way to go."*

Alan Shapiro, Owner

### Minuteman Press of Auburn: Auburn, Washington

*"We definitely feel like we are partners with Canon Solutions America; we know that we have the ability to grow, as our customers' requirements change, and expand our capabilities through Canon Solutions America."*

Stephanie Christensen, Owner

### Schweitzer Engineering Laboratories: Pullman, WA

*"I really appreciate how the Canon Solutions America team jumped on board, understanding our culture, which creates a good working relationship. In meeting our needs, they have done very well and won our business because they not only provided great software, hardware, and services, but spent a lot of time learning who we are, what makes us tick, and what represents value for Schweitzer Engineering."*

Phil Seward, Director, SEL

### Curry Printing: Worcester, MA

*"Our relationship with Canon Solutions America has been very good over the years. They treat their customers like we treat our customers. They are very attentive, and with the backing of such a strong company that really stands behind what they do, it is really a relief, and we know it is just taken care of."*

Peter Gardner, President

# Modular Approach to Training and Professional Services

## Training Services Offered by Canon Solutions America

<b>Core Workflow Modules</b>	<ul style="list-style-type: none"><li>• Printer Drivers and Print Management</li><li>• Creating and Maintaining Media Catalogs</li><li>• Working with Hot Folders</li></ul>	<ul style="list-style-type: none"><li>• Creating and working with (Pantone) Spot colors and Brand colors</li><li>• File Analysis – Preflight and basic use of Pitstop</li></ul>
<b>PRISMA Workflow Modules</b>	<ul style="list-style-type: none"><li>• PRISMAsync Color Tools &amp; Calibration</li><li>• PRISMAsync Productivity Tools</li></ul>	<ul style="list-style-type: none"><li>• PRISMAprepare</li></ul>
<b>Fiery Workflow Modules</b>	<ul style="list-style-type: none"><li>• Fiery Color Maintenance and Calibration</li><li>• Advanced Fiery RIP Training</li><li>• Graphic Arts Premium Edition</li></ul>	<ul style="list-style-type: none"><li>• Document Imposition – Fiery Impose</li><li>• Document Composition – Fiery Compose</li><li>• Job Assembly - Fiery JobMaster</li></ul>
<b>Additional Modules</b>	<ul style="list-style-type: none"><li>• Color Profiling</li><li>• Monitor Calibration</li><li>• Introduction to Color/Color Printing</li></ul>	<ul style="list-style-type: none"><li>• Design for Print - Litho / Press / Digital/Flexo</li><li>• Archiving/Disaster Recovery</li></ul>

## Professional Services Offered by Canon Solutions America

<b>Total Color Management Professional Services</b>	<ul style="list-style-type: none"><li>• Total Color Management Professional Program</li><li>• Color Workflow Assessment</li></ul>	<ul style="list-style-type: none"><li>• G7® Master Printer Qualification Support</li><li>• Color Profiling Service</li><li>• Creation and Management of Spot Color Libraries</li></ul>
<b>Ongoing Support Services</b>	<ul style="list-style-type: none"><li>• Quarterly Color Health Check</li><li>• Update User Training / Printing Clinic</li></ul>	<ul style="list-style-type: none"><li>• Remote Training Services</li></ul>



CANON SOLUTIONS AMERICA

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