

“ LET’S TALK ABOUT
ALWAYS DELIVERING THE
BIG IDEAS
ON TIME. ”



Business *can* be simple



Impressing clients with the best creative ideas start with meeting the deadlines on time. We can help digitise all job bags into individual folders in a centralised document management system that is instantly accessible by multiple departments within the agency. Our colour management solutions also ensure that what the agency presents is what the client gets.

Let's talk about how Canon's document management solutions and professional print solutions can help you.

৯৯



THE INSIGHT TO A JOB BAG IS MANAGING IT

Each job bag contains all the documentation pertaining to its respective creative brief. As only one department has access to the job bag at any given time, it's an unfriendly and inefficient method for sharing information, especially if an urgent client request arises. Additional information will be stored (hardcopies) in the job bag for record keeping or progressive action, taking up more storage space as the job grows. And more often than not, job bag contents are misplaced. This makes the Traffic department's job a labour-intensive one, as it constantly needs to keep track of the job bag's contents.

We can help.

Canon's document management solutions enable each job bag to be digitally created, organised and stored as individual folders within a centralised document management system. This allows instant access to its contents by multiple departments right from their desktops. Digital storage of job folders instead of physical job bags saves office space. The Traffic and Creative departments will never have to worry about misplaced briefs or information. Likewise, the Creative department can store artwork in the folder for the Account Servicing department to preview and print for presentation.

Benefits at a glance:

- Quick access from desktop by multiple departments
- Efficient job bag information update
- Complete job information archived for future reference
- Free up office space
- Save on stationery costs
- Improved client servicing; quicker turnaround, updated and accurate information



Workflow Of Job Bag Among Departments Now Simplified



Account Servicing department issues creative brief together with all other information

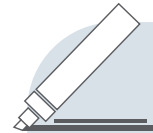


Traffic department issues production timeline, cost estimate and timesheet



Centralised Document Management System with job folders comprising:

- Creative brief
- Timesheet
- Cost estimate
- Media schedule
- Artwork
- Production timeline



Creative department creates artwork



Media department issues media schedule



Finance department prepares client invoice

SAVE TIME AND MONEY WHILE INVOICING FOR IT

Issuing client invoices on pre-printed carbon paper invoices using line printers are costly, noisy, labour-intensive and unproductive. After the invoices are signed, the carbon copies need to be separated manually and then physically distributed to the client and internal departments of Finance and Account Servicing for filing purposes. This filing of duplicate hardcopies takes up precious office space. Retrieving any invoice also becomes a slow and tedious process.

We can help.

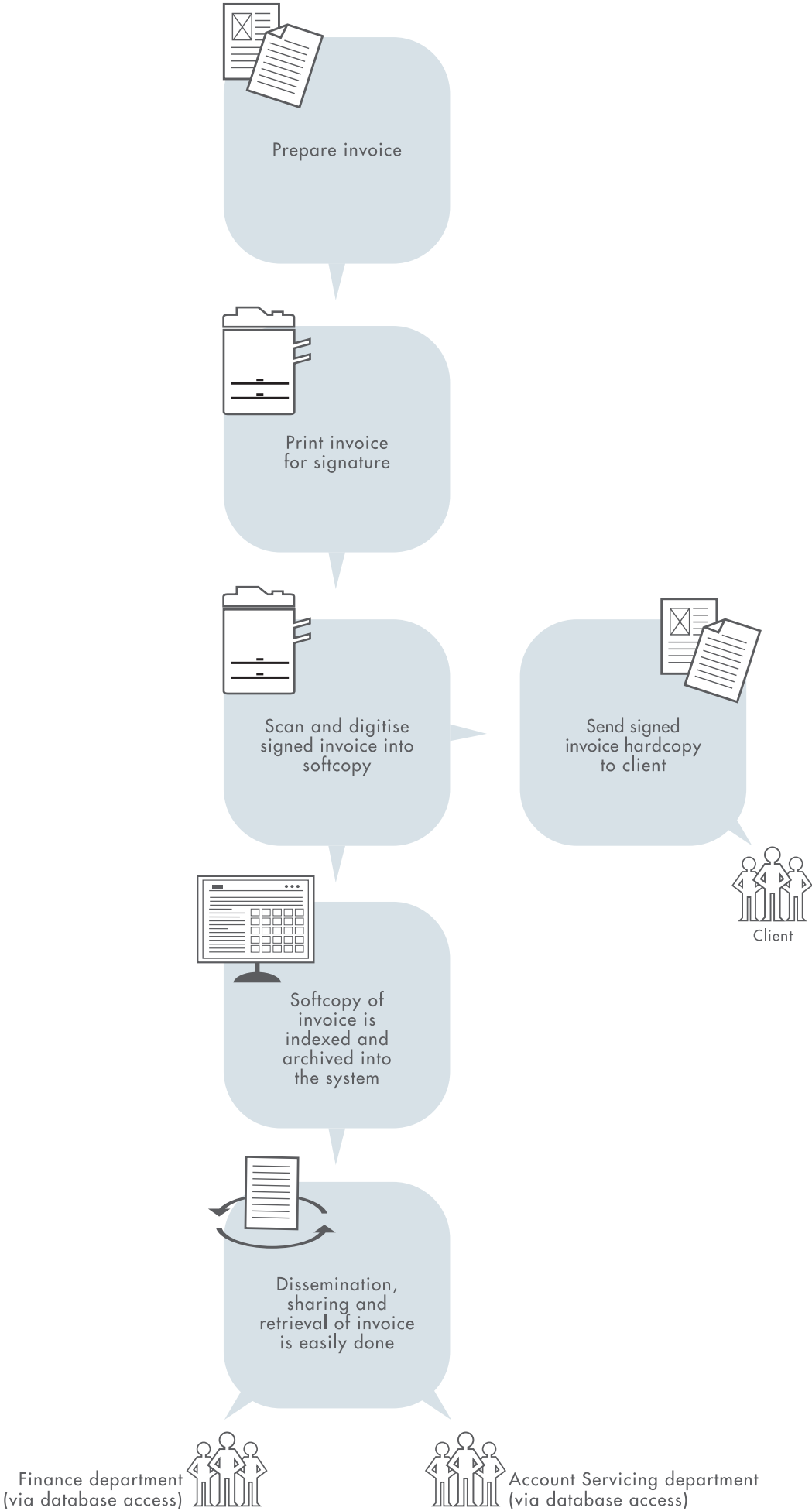
Canon's multifunction device and software enables invoices to be printed quickly and quietly. After being signed, the invoices can be scanned into the centralised documentation management system. So while the hardcopy invoices are sent to the client, the softcopies are archived into the system for Finance, Traffic and Account Servicing to view or retrieve right from their desktops.

Benefits at a glance:

- Cost-effective with no need for pre-printed carbon paper invoices
- Improved work environment, less noise
- Administrative efficiency of filing, storing and distributing softcopy invoices
- Fast retrieval of invoices via search function
- Free up office space
- Better tracking and archiving, no missing invoices due to misplaced hardcopies



Invoicing Process Now Simplified



PRESENT YOUR IDEAS AS YOU SEE IT

An agency's creative department uses a myriad of digital input devices such as standalone scanners, digital cameras and more, together with digital output devices such as display monitors and colour printers to create, view and print the work. However, many of these devices do not use a single colour management platform (e.g. RGB vs. CMYK), or are simply not calibrated to a single standard. This leads to printed artwork having different colours from its onscreen file, often resulting in unnecessary rounds of revisions and client dissatisfaction.

We can help.

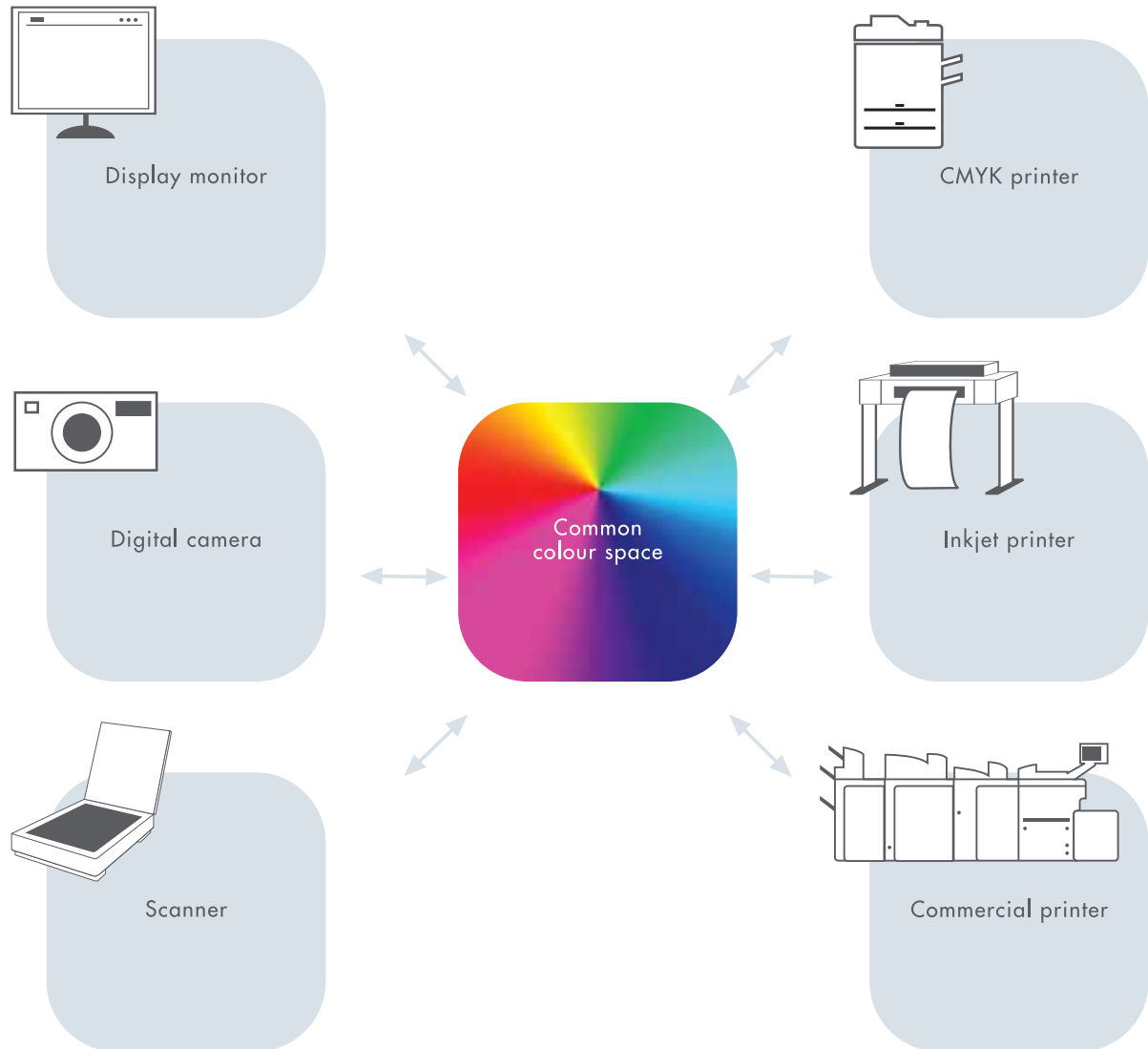
Canon's colour management system is equipped with advanced technology that helps level the colour field and variances between different input and output devices, providing a common colour platform for all users. Now what the agency presents is what the client gets.

Benefits at a glance:

- Consistent and accurate colour reproduction from input to output
- Enhanced compatibility between different input and output devices
- Supports different print media types
- Advanced finishing including book making



Colour Management System Now Simplified





With Canon's customised solutions, business can be simple. You can streamline your document workflow processes to ensure a smoother, more productive, highly effective business for better growth, stronger sales and increased profits. Let's talk today.



৯৯

For big ideas on efficient, cost-saving documentation,
visit us at www.businesscanbesimple.biz

Canon

Delighting You Always