



[www.canon.ca](http://www.canon.ca)



## **Canon Launches PRISMAdirect, a New Addition to the PRISMA Suite to Further Enhance Workflow Automation**

*Helping Print Service Providers Save Valuable Time and Acquire More Business*

**MISSISSAUGA, ON., March 23, 2016** - Canon Canada Inc., a leader in digital imaging, today launched PRISMAdirect, a workflow solution designed to simplify order intake, facilitate order management, help reduce overhead costs and enable faster turnaround time. Featuring automated processes from job submission to help order fulfillment, PRISMAdirect solution offers users an order management dashboard and an optional web shop module, to enable higher productivity for in-plant print centers, print shops and commercial printers alike.

### **Saving Time**

Automating time-consuming steps enables users to produce work more efficiently and effectively. For businesses that receive recurring orders, the PRISMAdirect solution offers prepared settings, helping to eliminate repetitive procedures and assists them in delivering more orders.

### **Facilitating Customer Communication**

To help ensure the continuous flow of communication between print service provider and client, the solution allows businesses to update customers regarding the status of their orders via personalized or automatic emails.

### **Insight**

Extensive reporting and accounting capabilities of PRISMAdirect can help you gain more insight into your operation.

### **Streamlined Order Acquisition**

Able to acquire orders from a variety of sources, PRISMAdirect simplifies the production workflow by combining job submission and order fulfillment in one centralized solution. Whether customers submit orders in the form of an email, USB drive, hard copy, via network folder, FTP folder, uniFLOW or a

supported web shop, PRISMAdirect delivers a reliable, unified channel to help process incoming print and non-print orders.

The solution comes standard with a powerful order processing and management dashboard. Additionally, the optional web shop provides a convenient, online purchasing experience for buyers, allowing them to submit purchase orders for both print and non-print items 24/7. PRISMAdirect users may create an unlimited number of virtual storefronts, and modify each one to reflect the print provider's or print buyer's individual corporate identity.

### **Simplified Order Management**

The order processing and management dashboard offers two powerful views, the order view and job view.

The order view provides detailed progress status information, allowing users to manage the workflow of orders from creation to finalization.

The job view provides a clear overview of all jobs and connected printers, allowing operators to preview, edit production settings, and process jobs assigned to them.

### **Expanded Integration Capabilities**

The make-ready process can be one of the most time-consuming aspects of production work, but PRISMAdirect offers standard imposition templates. For more elaborate page programming, the solution is designed to integrate smoothly with Océ PRISMAprepare solution, an all-in-one make-ready solution that helps accelerate preparation from composition through production and reduce costly and non-chargeable print preparation time. PRISMAdirect can even allow for page-level editing in third-party PDF-based applications such as Adobe Creative Suite without leaving the PRISMA application.

PRISMAdirect protects customers' previous investments by driving not only Canon systems but other third-party printers that accept PDF files for example in mixed brand fleets.

### **Availability**

The PRISMAdirect solution is available now through **Canon authorized dealers and Canon Solutions America.**

## **About Canon Canada Inc.**

Headquartered in Mississauga, Ontario, Canon Canada Inc., a wholly owned subsidiary of Canon USA, is a leading provider of consumer, business-to-business and medical digital imaging solutions. Innovation and cutting-edge technology have been essential ingredients in Canon's success. Canon Canada Inc. is committed to the highest level of customer satisfaction and loyalty, providing 100 per cent Canadian-based service and support for all of the products it distributes. Canon Canada Inc. is dedicated to its Kyosei philosophy of social and environmental responsibility.

For more information, please visit: <http://canon.ca> or follow the company on Facebook, Twitter or Instagram using @CanonCanada.

###

† Based on weekly patent counts issued by United States Patent and Trademark Office.

Availability, prices and specifications are subject to change without notice.

All referenced product names, and other marks, are trademarks of their respective owners.