**Canon updates business analysis audit tool for the graphic arts market**

**LONDON, 10 June 2015** – [Canon](http://www.canon.co.uk/), world leader in imaging solutions, is introducing a revamped version of its Business and Innovation Scan for the graphic arts market, which now features up-to-the-minute market trend analysis in an extended range of application areas.

Launched in 2012, the Business and Innovation Scan comprises a confidential business audit designed to help Print Service Providers (PSPs) review and adapt their business strategies. Following the scan, the PSP is provided with a tailored action plan and strategy for enhancing commercial performance, whether that be by identifying areas for business improvement, maximising the return on current investments or exploring potential new revenue streams.

The application areas covered within the revised audit for graphic arts customers will now extend beyond marketing collateral, technical documentation, document publishing and photo merchandising to include large format printing. All areas are evaluated in detail with customers during an initial face-to-face consultation with a Canon consultant.

In addition, the ‘Trend Watch’ presentation shared with customers during the audit – detailing the latest market trends in the application areas they are operating in – has been updated. This provides a vital source of market data for PSPs, helping them to better understand the current commercial landscape based on data compiled from across the industry.

“Markets are continually changing and we need to make sure that the questions that are asked, the information that is shared and, consequently, the results that are delivered from the scan all remain relevant,” said Andy Harris, European & UK Marketing Manager, Professional Print Solutions, Canon Europe.

“One particular area of focus in this iteration of the scan is to look closely at how customers market their business and plan for the future. This is something that was highlighted in our most recent Insight Report[[1]](#footnote-1), which revealed that a large percentage of commercial and in-house printers do not have a formal or informal marketing or business development plan in place. This is something we hope to help customers with going forward, giving them greater visibility of what may lie ahead and enabling them to plan accordingly with their business objectives front of mind.”

To date, the Business and Innovation Scan has been delivered to more than 200 customers across Europe and has been extended in recent years to support CRD customers as well as those operating in the transactional and direct mail markets.

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**Media enquiries, please contact:**

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| **Canon (UK) Ltd**  Paul Bodley  t. +44 (0) 1737 220 343  t. +44 (0) 7581 006 225  e. [paul.bodley@cuk.canon.co.uk](mailto:paul.bodley@cuk.canon.co.uk) | **AD Communications**  Alexa Mills  t. +44 (0)1372 464 470  e. [canonproprint@adcomms.co.uk](mailto:canonproprint@adcomms.co.uk) |

About Canon (UK) Limited

Canon (UK) Ltd is the UK & Ireland marketing and sales operation for the global company, Canon Inc., based in Tokyo, Japan and it employs 2,150 people.

Founded in 1937, with the specific goal of making the best quality cameras available to customers, Canon’s tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers’ creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon believes that considering the interests of society and the environment is an integral part of good business practice and this is embodied in its corporate philosophy Kyosei - ‘living and working together for the common good’.

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1. *Building your future with print,* Canon Insight Report, 2014 [↑](#footnote-ref-1)