**Canon launches PRISMAdirect, an advanced workflow management system that optimises the entire production print process**

**LONDON, 8 September 2015** – [Canon Europe](http://www.canon-europe.com), world-leader in imaging solutions, is launching PRISMAdirect, a highly scalable management solution that enables in-house print facilities to streamline their entire production workflow, from the acquisition of orders through to production and fulfilment.

Offering a complete and secure Adobe PDF workflow, PRISMAdirect can be easily connected to an existing workflow and to third party solutions as it uses standardised JDF/JMF interfaces to integrate different systems for data input and output. This integrated solution helps to avoid repetitive processes, accelerate the workflow and increase productivity.

**Growing business**

PRISMAdirect comprises two main components, the Order Processing Console and the optional Webshop Module. The Order Processing Console helps to increase operational efficiency and drive business growth by allowing print service providers (PSPs) to accept and process both print and non-print jobs from a variety of sources, including email, scan-linked hard copies, network and cloud storage, uniFLOW and webshops. The flexible Webshop Module offers fully customisable and unlimited storefronts to retain existing customers and attract new business.

**Streamlining operations**

Helping to reduce overheads and achieve faster turnaround times, PRISMAdirect allows the easy management of orders and jobs by presenting a clear and consistent overview through an intuitive interface, which can be customised for specific operators. The same interface also provides a view of all customer communication emails, which can be automated for rapid response and personalised as required to strengthen customer relationships. As PRISMAdirect is web-based, the interface is accessible at all times and from anywhere.

Increasing productivity, PRISMAdirect automates the preparation and production of predictable and repetitive jobs using a wide range of pre-programmed automation templates. It can either fully automate the process to route jobs directly when they arrive, or alternatively offer flexible automation, giving an operator full control over which process and template to use. Further productivity benefits are provided by advanced colour detection tools, which allow jobs to be split by colour, and by load balancing, which enables the distribution of jobs among available printer clusters. Additionally, print runs can be assigned by simply dragging and dropping jobs directly to printers, with PRISMAdirect able to indicate the most appropriate and cost-effective printer for each job.

Giving PSPs greater control over their costs, the accounting and reporting capabilities of PRISMAdirect also provide accurate financial insights into business performance and generate customised analysis.

**Optimising existing resources**

As PRISMAdirect is a connection hub in a print-centric workflow, it can link to and enhance existing workflows by making them more integrated and streamlined. It also allows PSPs to continue to work with their existing print fleets, thanks to its broad range of support for production printer systems, such as PRISMAsync, EFI Fiery, Creo as well as other third party devices. It even enables wide format printers to be integrated into existing workflows.

Mark Lawn, European Director of Professional Print, Canon Europe, said, “Print Service Providers face an increasing number of challenges in running their businesses efficiently while also trying to grow them. Print jobs are getting smaller, more numerous and diverse and can come from a variety of channels. PSPs need workflow solutions that can acquire and process these jobs and manage their production and fulfilment. Specifically designed to meet these needs and to meet them more efficiently, PRISMAdirect is flexible enough to be customised to the exact requirements of each business and can scale as the business grows.”

PRISMAdirect will be available either direct from Canon or through an authorised reseller from October 2015.

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About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 116 countries and employing 17,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera 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’s corporate philosophy is [Kyosei](http://www.canon-europe.com/About_Us/About_Canon/Philosophy/Index.asp) – ‘living and working together for the common good’. In EMEA, Canon Europe pursues sustainable business growth, focusing on reducing its own environmental impact and supporting customers to reduce theirs using Canon’s products, solutions and services. Canon has achieved global certification to ISO 14001, demonstrating a world-class environmental management standard.

Further information about Canon Europe is available at: [www.canon-europe.com](http://www.canon-europe.com)