



BUILDING YOUR INKJET BUSINESS STRATEGY

Today's color inkjet printers are creating new market opportunities for service providers. In fact, color inkjet printing is now the fastest-growing sector within the printing industry. The shift toward high-speed inkjet color is a direct result of technological advances that enable high-quality, high-speed color printing at a lower cost.

Expand Your Business

Canon Solutions America recognizes that you need more than leading technology in today's market. To successfully grow your high-speed inkjet business, you need a strategic business plan. That plan should define the right applications and business strategy that aligns with the capabilities of today's technologies.

To help you with this, Canon Solutions America is pleased to offer business development services through a partnership with Keypoint Intelligence. On the forefront of digital business communications technology for over 20 years, Keypoint Intelligence advises technology and equipment vendors and print and communications service providers on strategy, sales, operations, and workflow to help them grow and transform their businesses.

Based on experience, Keypoint Intelligence helps clients understand the inkjet market and technology trends, provides objective research and meaningful recommendations on business strategy, and delivers effective sales training programs.

Grow Your Sales

Through direct interaction with your organization in a structured workshop, Keypoint Intelligence will collaborate on how to most effectively position your business, products, and services for growth. This is done by developing an action plan with detailed and executable steps to help you achieve your goals.

As the saying goes, "The best decisions are informed decisions." Only Keypoint Intelligence provides the clarity you need to make every decision with confidence. They give you an unvarnished view of the market and your place in it, providing the candid insights and highly responsive tools you need to succeed every step of the way. Having a clear understanding of where you stand can make the difference between gaining ground and losing position.

When you work with Keypoint Intelligence, you work with clarity. And clarity is confidence.

The Process

Building Your Inkjet Business Strategy Consulting uses a three-step process to assist you in developing a marketing strategy that effectively positions your print business, products, and services for growth.

step
01

PHONE-BASED
KICK-OFF/INFORMATION
SHARING DISCUSSION



The process starts with a conference call with stakeholders to better understand your current business. The topics include:

- An overview of your organization and business model today
- The current customer base and desired target market
- Competitors
- Technology infrastructure
- Marketing activities, messaging, and positioning
- Promotional strategies

During this session, we will review your current business model, existing customers, and company goals. This will allow our team to fully understand your business and create the most appropriate strategy recommendations. The information shared will be used in preparation for a strategic planning workshop.

step
02

ON-SITE STRATEGIC
PLANNING WORKSHOP
(1 DAY)



The team will prepare an overview of key trends consistent with your current business model for discussion. This will include existing knowledge and data for:

- The current state of the market
- Industry trends
- Vertical market activities and buyer requirements
- Competitor business models/success stories
- Marketing service provider success stories
- Partner opportunities—analytics, technical, marketing, and production
- Market needs, perceptions, and challenges

At the on-site meeting, Keypoint Intelligence will discuss your options and offer recommendations on sales/marketing strategies to build your business, including target markets, products, and services for selected segments. They will also review your options for pricing, expanded distribution, and promotion.

step
03

FINALIZE BUSINESS
STRATEGY AND
REVIEW SESSION



At the conclusion of the on-site workshop, the Keypoint Intelligence team will create a PowerPoint presentation documenting an actionable plan for your strategic marketing initiatives. This plan will include:

- Your unique value proposition, positioning, and messaging statement
- Techniques for reaching targeted customers and prospects
- Differentiators for your company in relation to competition
- Action plans that address the 5 “Ps” of marketing for your company:
 - **Product:** A complete review of the offerings and strategies that can highlight your value proposition for each business area and target market.
 - **Placement:** A review of your current selling activities and recommended distribution opportunities and alternatives to accelerate growth. This will include a view into the target markets and offer options for distribution outside the existing sales force.
 - **Price:** A review of industry pricing models, potential adoption of your current models, and the best options.
 - **Promotion:** Recommendations on how to more effectively market products and services, as well as expand awareness about your offerings and brand.
 - **People:** A review of the skills you have today and those that will be needed for future growth. We will provide recommendations on how to use your employees to set your company apart from the competition and help develop partnerships that will be essential to meeting current and future requirements in targeted markets.

Keypoint Intelligence will review the plan with the management and marketing team through a 3-4 hour phone discussion.

In partnering with Keypoint Intelligence to build your inkjet business strategy, you will have a documented actionable plan for your strategic marketing initiatives.

Why wait? Start building your inkjet business strategy for success today.

Canon
CANON SOLUTIONS AMERICA

For more information, call or visit
877-623-4969 CSA.CANON.COM

Visit our Production Print Resource Center at:
csa.canon.com/ProductionPrint