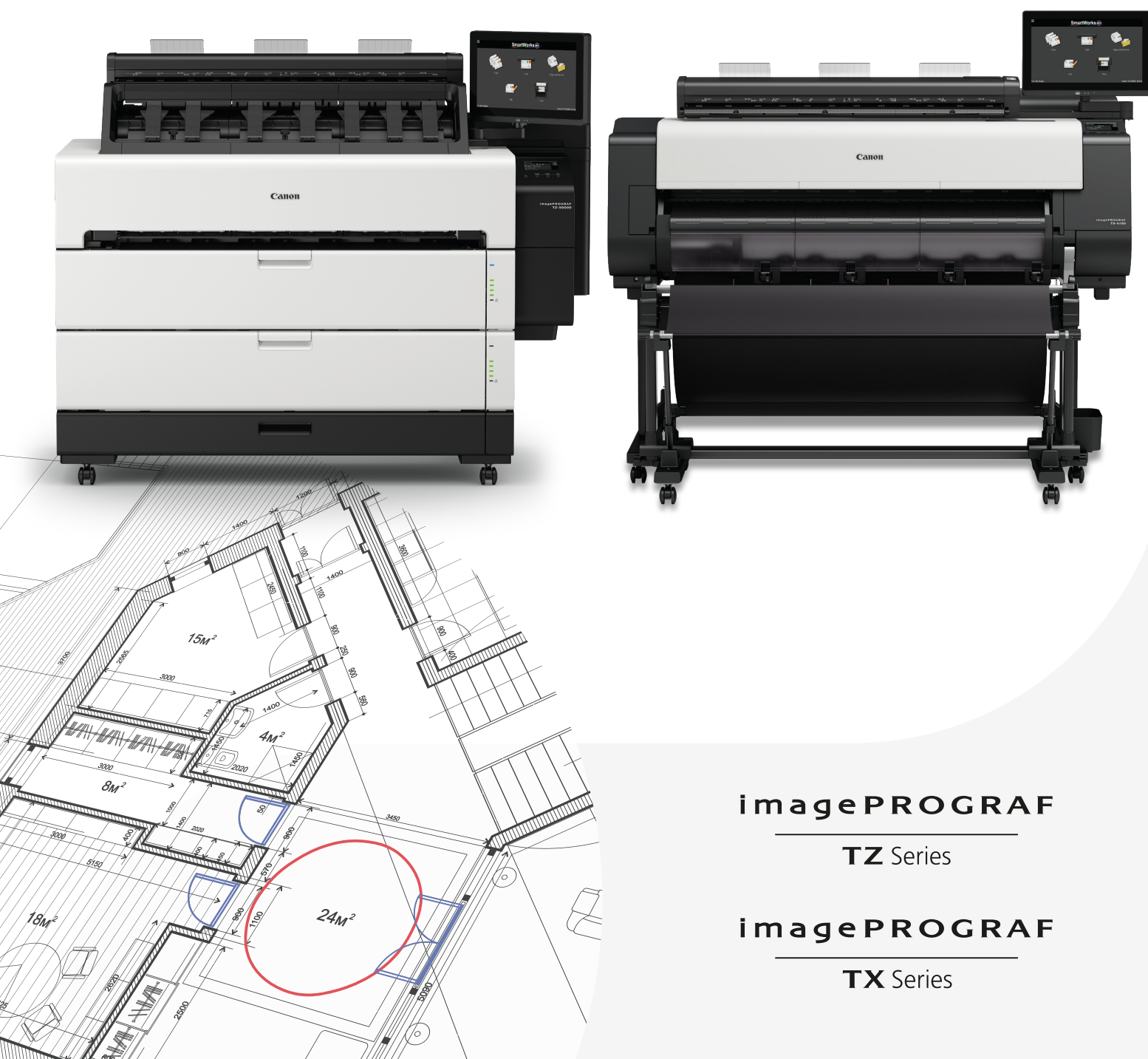




imagePROGRAF TZ/TX Series Sales Guide

Confidential/Not for Distribution



imagePROGRAF
TZ Series

imagePROGRAF
TX Series

CANON imagePROGRAF PRINTERS AND MFPS DELIVER MORE OF WHAT YOUR CUSTOMERS NEED

Built for productivity, these highly versatile, Wi-Fi®-ready, 5-color large-format solutions are designed to meet the needs of workgroups, remote access users, and high-volume printing environments in the Architecture, Engineering, Construction (A/E/C), and GIS sectors. And with the impressive LUCIA TD pigment ink formulation, the imagePROGRAF TZ/TX Series will also help open up more poster and banner printing opportunities.

FASTER PRINTING

The new imagePROGRAF TZ/TX Series printers and MFPS are faster than the preceding Canon imagePROGRAF models.

HIGH-QUALITY PRINTING ON UNCOATED PAPERS

The LUCIA TD inks are optimized to print fine lines, small fonts, and vivid colors, even on low-cost, uncoated papers.

HIGH-CAPACITY MEDIA STACKING

Stack up to 100 ARCH E sheets on the imagePROGRAF TZ top Output Stacker. Canon's advanced airflow system helps reduce paper jams and keeps prints neatly in place. The sheets are delivered face-down for higher confidentiality, and printed material can be easily retrieved from the front of the printer, saving valuable office space.

With a 100-sheet media stacker and the option for a versatile multifunction roll system that adds a second media roll feeding or media rewind capabilities, the imagePROGRAF TX Series printers and MFPS are built to help maximize productivity.

INTELLIGENT MEDIA HANDLING

The imagePROGRAF TZ printer has many Canon "firsts" built in to make the printers as efficient and easy to use as possible.

Automatic Roll Loading – The Intelligent Media Handling feature that allows the user to simply place a roll in the opened drawer and slide in the media from the front of the printer with ease. The printer automatically detects media type, width, and length, for simplified user handling.

Smart Roll Set – Ideal for continuous production printing. The Smart Roll Set feature allows the user to load a second roll of media while the device is printing using the first. Virtually no downtime!

Roll Paper Indicator – The Roll Paper Indicator on both media roll drawers is equipped with LED lights displaying four (4) different media levels that can warn when media is low. Remaining media amount and media type are calculated by detecting the leading edge of the media, the roll diameter, and the media reflection rate, thickness, and width.

The imagePROGRAF TX Series has some features of the imagePROGRAF TZ integrated into its handling system.

CANON imagePROGRAF PRINTERS AND MFPS DELIVER MORE OF WHAT YOUR CUSTOMERS NEED (CON'T.)

VERSATILE CONNECTIVITY

The ongoing decentralization of print functions is driving demand for better management of printer fleets that may be installed in multiple locations and job sites. Built for today's agile workforce, the imagePROGRAF TZ/TX Series—equipped with Wi-Fi® and network connectivity—are more accessible than ever before.

ENHANCED SECURITY FEATURES

Recognizing the need to protect sensitive print files from unauthorized access, Canon continually improves and upgrades the available security features with each new generation of large-format printers and MFPS.

WEATHER-RESISTANT INKS AND MEDIA

The pigment-based LUCIA TD inks are more resistant than dye-based inks to color fading and water damage. When combined with weather-resistant media, these fade- and water-resistant inks will produce color stable, durable images that are ideal for low-cost point-of-sale and short-term signage applications that maintain their color integrity.

PRECISION LARGE-FORMAT SCANNING

The high-resolution, 1200-dpi SingleSensor scanner—included with the MFP models—captures virtually seamless large-format images, with less gaps or breaks.

FAST SCANNING

The MFP models deliver high-speed, black-and-white document scanning up to 13 inches per second (ips) and up to 6 ips for color. Simultaneous processing enables scanning and printing at the same time.

TARGET CUSTOMERS

As compared to other large-format printing segments, the technical documents market is—by far—the largest. In the United States, a huge installed base of aging printing devices in this segment provides an enormous pool of potential customers for new, replacement, and upgraded large-format printing systems. Some of these customers will gravitate toward page-wide, inkjet printing technology. However, given the trend toward lower total annual print volumes, most will find that the purchase price and maintenance requirements associated with page-wide devices don't warrant the investment.

The following chart is provided to help identify key categories of customers and prospects along with examples of the large-format documents they typically produce.

Market Segment	Key Customers	Document Types
Engineering	<ul style="list-style-type: none"> • Engineering Firms • Mechanical Engineers • Civil Engineers Electrical • Process Engineers 	<ul style="list-style-type: none"> • Engineering Drawings • Parts Diagrams • Workflow Diagrams • ECAD, 3D-MCAD • Solids Modeling
Architecture and Construction	<ul style="list-style-type: none"> • Architecture Firms • General Contractors 	<ul style="list-style-type: none"> • Building Plans • Renderings • Elevations • Customer Presentations
Sub-Contractors	<ul style="list-style-type: none"> • Construction Trades • Electricians • Plumbers • HVAC 	<ul style="list-style-type: none"> • Project Plans • Site Plans • Bid Specifications • Change Requests
Government	<ul style="list-style-type: none"> • Federal, State, and Municipal • Planning and Zoning • Parks and Recreation • Districting (Voter and Education) • Emergency Planning • Facilities Management • Project Planning 	<ul style="list-style-type: none"> • Population Maps • Resource Maps • Land use Maps • GIS Maps • Geographic Maps • Archival Records • Historic Records
Manufacturing Companies	<ul style="list-style-type: none"> • Appliances • Consumables • Commercial Equipment • Defense Contractors • Electronics • Machinery • Medical Devices • Transportation and Vehicles 	<ul style="list-style-type: none"> • Product Designs • Parts Diagrams • Assembly Plans • Production Plans • Circuit Boards • Workflow Diagrams • MCAD Renderings • ECAD Renderings
Utilities and Telecommunications	<ul style="list-style-type: none"> • Electric Utility • Gas Utility • Water Company 	<ul style="list-style-type: none"> • Service Corridors and Diagrams • Site Surveys
Retailers and Businesses	<ul style="list-style-type: none"> • Grocery • Restaurants • Dealerships 	<ul style="list-style-type: none"> • Window Displays • Weekly Specials • Promotions
Print Service Providers	<ul style="list-style-type: none"> • Print-for-Pay Companies (servicing all of the above types of customers) 	<ul style="list-style-type: none"> • Will output any of the above for a fee

TARGET APPLICATIONS

Some of the most common applications for large-format printers and MFPs include:

Computer-Aided Design (CAD): Manufacturers, industrial design companies, engineering contractors, builders, and architects rely heavily on CAD-based software to produce technical drawings. Final printed sets of the designs are produced and distributed on the factory floor and at the work site.

Geographic Information Systems (GIS): GIS are computer systems designed for storing, manipulating, analyzing, and displaying data in a geographic context. Common uses of GIS systems include emergency response planning by fire and police departments, color-enhanced satellite imagery with topographic overlays, land-use mapping and planning, and overlaying demographic and geographic data for planning of such government functions as designating school and voting districts.

Markups and Annotations: The team of professionals working on a project are often located in different areas. While collaborating to solve problems, they'll frequently draw markups and annotations to project plans and CAD designs. They'll then need to share these hand-drawn ideas and modifications with the rest of the team. The ability to quickly scan these documents and send them to the rest of the team helps ensure that everyone working on the project is "on-the-same-page."

Document Scanning, Copying, and Archiving: Scanning a large-format document into a digital archive is a common application in many industries. An MFP is capable of making reproductions from a scanned original, making it possible to store legacy documents in a digital archive for future reference and printing as needed.

Document Restoration: Hard copies of historic documents and maps tend to deteriorate with age. Scanning these documents converts the content into a digital format; this digital document can then be enhanced to remove artifacts and clarify images. This can make these old documents easier to read and handle, with less risk of further deterioration to the original.

Workgroup Printing: Workgroup printing refers to setting up a printer or MFP as a shared resource that multiple people can access directly from their desktop. The benefit is better utilization of the device at a lower cost per individual user.

Highlight Color: One look at the intricate details found in most technical documents makes clear the value of using highlight colors to draw attention to critical design changes. Though a customer might typically produce documents that are, for the most part, black-and-white line drawings, color can be added to these schematics to highlight or draw attention to important details that might otherwise be overlooked. This can be invaluable when compared to the potential losses that could result from errors and rework.

Color Presentations and Meeting Graphics: As the lines between purely technical production and creative applications blur, customers' needs are becoming more demanding and diverse. Full-color, oversized renderings, sketches, photographs, and product designs are now frequently used side-by-side with technical documents. These can help architects, engineers, designers, and business managers to more effectively present ideas and concepts with visual appeal and technical accuracy to customers, colleagues, and review boards.

SALES OPPORTUNITIES

The unique value proposition of the Canon imagePROGRAF TZ/TX Series large-format printers and MFP systems is they offer the features and functions that most of your customers want, combined with the productivity to help them keep pace with the demands of their workplace.

Architects/Engineers/Construction (AEC)

Large-format technical documents—such as CAD drawings, designs, schematics, and plans—are central to daily work of AEC professionals, making the printers and workflows used to produce and manage these documents essential. As these firms examine their current workplace technology and consider where to invest in new hardware, upgrading their large-format printers will be among the top investments to be made. They'll be looking for printers best suited for an agile workforce while, at the same time, maximizing their ROI by installing versatile systems that can support a greater variety of printing needs.

SALES OPPORTUNITY: AEC Market Segment	
What Customers Need	<p>Customers working on large projects need to produce detailed CAD drawings, schematics, and project renderings.</p> <ul style="list-style-type: none">• Precise output of complex images in which fine lines and small texts are easy to read• Multiple sets of working copies for on-site teams• Highlight color to call attention to important elements or changes• Full-color renderings to help illustrate the finished project• Ability to easily share the printer among multiple users
What imagePROGRAF TZ/TX Series Printers Deliver	<p>When speaking with a prospect in the AEC segment about their large-format printing needs, be sure to point out the following benefits of the imagePROGRAF TZ/TX Series:</p> <ul style="list-style-type: none">• LUCIA TD Pigment inks, print head, and rigid mechanical platform optimized for precision printing• The TZ/TX Stacker helps keep sets of prints organized and in the right order.• This versatile printer will produce both detailed drawings and full-color renderings.• Wi-Fi[®] printing simplifies installation and allows multiple users to access the printer.

SALES OPPORTUNITIES (CON'T.)

Low-Volume LED Model

Architects, Engineers, Construction, and GIS professionals work in busy and fast-paced, mobile-enabled environments. A key to their success—in and out of the office—is to be able to easily access and print large-format documents on-demand, whenever and wherever they're working. If your customers' old, large-format inkjet or LED printers are no longer keeping pace with the way they work, then it's time to introduce them to the Canon imagePROGRAF MFP large-format systems.

SALES OPPORTUNITY: Low-Volume LED Market	
What Customers Need	<p>For customers with low- to mid-volume LED devices, Canon's imagePROGRAF Series large-format printers represent an opportunity to:</p> <ul style="list-style-type: none">• Upgrade the customer's large-format printing workflow• Enhance the customer's large-format color printing capabilities• Install a more versatile system that almost everyone in the office can use• Improve the customer's ROI with a printer that costs less to buy, install, and maintain
What imagePROGRAF TZ/TX Series Printers Deliver	<p>When speaking with prospects about replacing their old, low-volume LED device with a new imagePROGRAF TZ or imagePROGRAF TX Series large-format printer, point out the following benefits:</p> <ul style="list-style-type: none">• High productivity• Precision printing• Excellent image quality, even on low-cost, uncoated papers• Optimized media handling• One device for both color and monochrome

Distributed Printing

In a world of mobile communications and off-site workstations, users may no longer be in the same room—or even the same building—as the printing device. That's why new, flexible mobile and cloud-based printing systems are in demand now, as they allow users to access and print documents from a greater variety of in-house and off-site locations.

SALES OPPORTUNITY: Distributed Printing Environments	
What Customers Need	<p>For customers that want to decentralize their printing operations, Canon's imagePROGRAF Series large-format printers offer an opportunity to:</p> <ul style="list-style-type: none">• Move printing operations closer to the site where prints are used• Help ensure the customer's mobilized workforce can access, preview, and print large-format documents whenever needed• Allow the system administrator to monitor, maintain, and control multiple printers, across multiple locations, in the same building, or across the country
What imagePROGRAF TZ Series Printers Deliver	<p>When speaking with a prospect about improving their distributed printing environment, point out the following benefits of the imagePROGRAF TZ Series:</p> <ul style="list-style-type: none">• Fleet management• Canon Production Printing Printer Driver• Canon Production Printing Publisher Select• Canon Direct Print Plus• Security features• Wi-Fi[®] and mobile connectivity

SALES OPPORTUNITIES (CON'T.)

Geographic Information Systems (GIS)

GIS are computer systems designed for storing, manipulating, analyzing, and displaying data in a geographic context. Common uses include topographic maps, land-use mapping and planning, as well as overlaying demographic and geographic data to support government functions such as planning emergency response systems, school, and voting districts.

SALES OPPORTUNITY: GIS and MAPS	
What Customers Need	For customers printing GIS and maps, the imagePROGRAF TZ/TX Series large-format printers offer an opportunity to: <ul style="list-style-type: none">• Improve the level of detail visible in the print• Increase productivity by reducing the amount of time required to send large files to the printer• Produce more durable, weather-resistant maps
What imagePROGRAF TZ/TX Series Printers Deliver	When speaking with a prospect about improving the quality and productivity of their GIS and map printing, point out the following benefits of the imagePROGRAF TZ/TX Series: <ul style="list-style-type: none">• Excellent detail• Colors that don't bleed• Weather-resistant pigment inks• High-speed image processor

Posters and Business Graphics

Grocery stores, schools, retailers, restaurants, and many other types of businesses advertise their products, promotions, and weekly specials with full-color, printed signs posted in the windows of their stores or offices. Because these advertisements are updated frequently, the business needs to keep the cost of the posters down. But, at the same time, the business needs high-quality images and eye-catching colors that will present their products in the best possible way. These imagePROGRAF TZ/TX Series large-format printers are ideal for these types of posters, point-of-sale displays, signs, and banners.

SALES OPPORTUNITY: Posters and Business Graphics	
What Customers Need	For customers who want to print posters, the imagePROGRAF TZ/TX Series large-format printers provide an opportunity to: <ul style="list-style-type: none">• Make poster printing an in-house capability• Produce weather-resistant prints for short-term signage, event banners, and point-of-sale posters• Simplify the poster-creation process• Reduce the cost of producing eye-catching, high-quality images with vivid colors
What imagePROGRAF TZ/TX Series Printers Deliver	When speaking with a prospect about improving the quality and productivity of their posters and business graphics printing, be sure to point out the following benefits of the imagePROGRAF TZ/TX Series: <ul style="list-style-type: none">• High-quality color printing on low-cost media• Weather-resistant inks• PosterArtist Lite poster-creation software (standard)

SALES OPPORTUNITIES (CON'T.)

The MFP Z36 Scan-to-Copy/File/Share Systems—One Device With Many Functions

Demand for inkjet multifunction printers (MFPs) is expected to remain strong for the foreseeable future. This is, in part, because MFPs integrate and consolidate multiple functions into a single unit, thereby creating natural efficiencies and process improvements. Additionally, as customers look for replacements for aging LED devices, many will find inkjet printers to be a more affordable alternative that can also fulfill a wider range of needs within their organization.

Another driver of the MFP market is the growing need to digitally share documents with team members, contractors, suppliers, and clients that may all be working in different locations. Such remote collaboration has increased the demand for MFPs that allow for scanning, editing, sharing, saving, and accessing documents digitally and then printing documents locally, on-demand, as needed.

Digital archiving of documents also drives demand. This includes applications such as the preservation of historic documents, creating backup copies for future reference or disaster recovery, a desire to save storage space, and make documents easier to locate and share.

SALES OPPORTUNITY: Scan-to-Copy/File/Share Systems	
What Customers Need	<p>Most customers interested in an MFP solution will be looking for a system that upgrades their capability to perform multiple tasks with one device:</p> <ul style="list-style-type: none">• Document scanning, copying, and archiving• Document enhancement• Markups and annotations• Highlight color
What imagePROGRAF TZ/TX Series Printers Deliver	<p>When speaking with a prospect about their multifunction needs, point out the following benefits of the imagePROGRAF TZ/TX Series:</p> <ul style="list-style-type: none">• Scan and print simultaneously for maximum productivity.• The ability to scan a document up to 1 mm thick makes digital archiving easier.• The TZ Stacker helps keep sets of prints organized and in the right order.• This versatile MFP will produce both detailed drawings and full-color renderings.• Wi-Fi[®] printing simplifies installation and allows multiple users to access the MFP.

SELLING COST-PER-PRINT CONTRACTS

For many years, selling bundled contracts that include equipment, service, and supplies has paved the way to success for narrow format copier and LED printer dealers. Now, Canon imagePROGRAF is leading the large-format industry to new opportunities made possible by selling large-format cost-per-print contracts.

SALES OPPORTUNITY: Cost-Per-Print Contracts	
What Customers Need	Customers are looking for ways to simplify their technology decisions. To do this they need: <ul style="list-style-type: none">• Access to the best available large-format printers and MFPs• Predictable monthly costs• Reliable service and support• No-hassle maintenance• Easy replenishing of ink and paper
What imagePROGRAF TZ/TX Series Printers Deliver	A cost-per-print contract makes both acquisition and maintenance easier. <ul style="list-style-type: none">• A bundled contract includes everything they need.• A fixed monthly rate covers the cost of the equipment and service.• A variable rate covers the cost of the supplies and consumables they use.

Why Sell a Large-Format Cost-Per-Print Contract?

For your customers, there's great benefit in buying a bundled, large-format, cost-per-print contract that includes equipment, service, and supplies—it establishes an ongoing business arrangement that helps to minimize their short-term, out-of-pocket expenses; reduce their long-term technology risks; and ensure delivery of a reliable service at a predictable monthly cost.

For you, as a provider of imagePROGRAF equipment, supplies, and service, the strategic benefit of these agreements is that they can help you to “lock-in” the customer and “lock-out” your competition. Unlike traditional, up-front equipment sales that can leave the door open to service and supplies competitors, cost-per-print contracts establish an ongoing revenue stream for your business that includes equipment, service, supplies, and consumables.

From a customer relationship management perspective, a cost-per-print arrangement can also improve your communication with the customer over the life of the contract. This can help expose you to future business opportunities and help you compete against online retailers by establishing a position as a value-added supplier.

Cost-per-print contracts can also improve the efficiency of your service organization. One of its unique attributes is that it creates an ongoing feed of the customer's monthly printer utilization data. This data can be used to help you plan and schedule service calls more effectively, establish well-defined Service-Level Agreement (SLA) requirements, promote preventative maintenance, and facilitate faster responses to the customer's service needs for greater overall customer satisfaction.

Cost-per-print contracts can also create revenue opportunities when they expire. When a contract ends, a number of sales opportunities organically emerge, such as:

- Renewing the contract and upgrading the customer to the newest imagePROGRAF model
- Extending the life of the current contract
- Taking back and refurbishing the unit as a used model for resale, rental, or spare parts

New sales opportunities will likely occur if the contract has been well managed and the customer relationship properly maintained.

SELLING COST-PER-PRINT CONTRACTS (CON'T.)

How to Build a Cost-Per-Print Contract

Building a cost-per-print contract that's both reasonably priced for your customer and profitable for you starts with gaining a better understanding of your costs as a provider and the fair market value of large-format printing in your business area. Canon provides a number of tools to help you do this, but first you'll need to do some market research on your own. This is because the market-value for large-format printing and services varies greatly across the country and by the type of print being produced. Prices are usually lower in highly competitive markets. High-end graphics generally command a higher price than black-and-white prints. There's no one pricing model that fits all, so it's important to understand the range of prices being charged by other service providers such as quick-print centers, print-for-pay companies, and high-end studios in your business area. Look at online print service providers as well, and be sure to factor in the shipping costs, additional lead-time, and the absence of hands-on help when comparing the value of what you have to offer with an online-only service.

After compiling as much competitive pricing information as possible, organize it into a spectrum ranging from low cost/low value at one end and high cost/high value at the other end. You can then use this information to help gauge the value of services you're bundling into the cost-per-print contract and help you decide what you can reasonably charge your customer.

What Does a Typical Cost-Per-Print Contract Include?

After completing your market research and determining your target end-user pricing strategy, the next thing you need to do is determine what to include in the contract, what these might cost you to provide, and the various customer billing options that are available.

A typical cost-per-print contract includes both a fixed cost for the equipment and service as well as a variable cost for the supplies and consumables. Common costs that may be factored into a contract include the printer, service, media, ink, additional print heads, additional maintenance cartridges, and other miscellaneous costs that may be associated with servicing the customer.

Once the costs and target end-user pricing has been established, the next step is to determine how best to bundle the costs and create a payment plan that allows the customer to pay for the full value of the service package, amortized over the life of the contract. Consider some of the following possibilities:

- Charge a flat fee per square foot for all printing, based on actual usage.
- Charge different rates for different types of images (line drawing vs. poster).
- Include a set number of square feet in the contract for a flat monthly fee, with an additional variable rate after this limit is exceeded. (Contract includes up to XXX sq. ft./mo.; additional \$X.XX/sq. ft. after this limit is exceeded.)

SELLING COST-PER-PRINT CONTRACTS (CON'T.)

The Service Revenue/Profit Calculator

To help Service-Authorized Canon Partners determine their costs and what to charge a customer in a cost-per-print contract, Canon imagePROGRAF has developed the Service Revenue Profit Calculator for service-authorized partners.

This easy-to-use tool will help you determine expected costs for consumables and supplies (ink, media, print head, maintenance cartridges), parts, labor, etc. over the course of the contract. The calculator takes into account the customer's estimated print volumes, the types of documents the customer prints (coverage bands), partner service costs, and customer costs.

The calculator provides a simulated projection of service costs for a particular printer and takes into consideration an extensive list of manually entered variables, including:

- Duration of the contract
- Expected customer print volume
- Types of images the customer expects to print (coverage bands)
- Consumable and supply costs (inks, media, print heads, maintenance cartridges, etc.)
- Labor costs, travel, and average time at customer site

Once all variable information is entered, the calculator projects the cost of expected parts/labor and consumables over the term of the contract. The calculator then determines:

- Estimated technician visits per year
- Revenue (average monthly, average annually, average per sq. ft, and total)
- Service supplier costs (individually broken down for parts, labor, print head, ink, and media)
- Profit (average monthly gross profit, total gross profit, and total profit ratio)

Simply enter all variables into the calculator, then use the calculator to help determine what to charge end-users and project your desired level of profitability.

Collecting End-User Data

Once the contract is in place, you'll need to begin extracting usage data from the end-user in order to bill them monthly. There are a number of methods available by which to collect the end-user data. You can call or visit the customer once a month, or you can use tools such as imageWARE Remote, Snapshot, or Sepialine Printerpoint to remotely extract the usage data needed for the monthly end-user billing.

■ Wireless printing requires a working network with wireless 802.11b/g or 802.11n capability. Wireless performance may vary based on terrain and distance between the printer and wireless network clients.

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