

Increasing growth through partnership.

Introducing the Canon
Partner Programme 2011

you can



Canon



Making things easier for you, to drive growth today and tomorrow.

We are committed to helping you grow your business. Canon is investing even more by introducing a comprehensive Partner Programme that increases the continued focus on our partner community. The programme is evolving to deliver opportunities that make it easier for you to take advantage of the wider Canon portfolio.

Choose between 3 different Partner Programmes

Designed to provide you with a perfect match for your capabilities and expertise

Canon Registered Partner

VARs, System Houses, IT Office resellers who sell open distribution products from Canon ranging from Laser, Scanners, Large format solutions and projectors.

Canon Accredited Partner

Partners who have invested in a Service organization (technicians, click charge model, help desk...) to grow their business and develop the sales of Toner MFP, Software and Pro Print products.

Canon Business Center Independent Partner

Built on the same model as the Canon Accredited Partner Program but fully dedicated to the Independent CBC.



Canon support is adapted to each Partner Programme and consists of two key parts:

Select from a comprehensive set of certifications

Helping you to differentiate and increase your value to customers through improved specialisation. Take advantage of meeting the increasingly complex needs of our customers today by growing skills and competencies through attaining multiple certifications or advanced levels of certifications.

Take advantage of Demand Driver support

Delivering rewards that are in line with your resources, requirements, investment, and involvement. The support consists of a set of Strategic and a set of Tactical demand drivers. Receive strategic support to help you drive overall business opportunities and receive tactical support to drive target achievement and new opportunities within each product certification.



“59% of Canon resellers have been working in partnership with Canon for more than 10 years.”

“You are at the heart of our growth plans and we will do everything we can to help you grow your business and make profit with us. And we will do this by making it easier for you to do business with Canon. Creating the right conditions for growth today and tomorrow.”

Antonio Recio, Head of Business Imaging Group, Executive Vice-President, Canon Europe Ltd

Take advantage of the Canon Partner Programme identity

When you have been certified we provide you with access to use the associated branding towards your customers.

The logo's provide proof and recognition of your specialisation and ability to sell and support Canon products successfully.

Registered Partner



Accredited Partner



Canon Business Center



Take advantage of more benefits and rewards

Constant communication access with PartnerNet

PartnerNet is our key online communication and support vehicle to our partner community. As a certified partner you have access to essential information and tools on the e-portal, including the ability to generate campaigns to enable you to communicate with even greater impact to your customers.



A Premier Partner Club for the Elite

Every year, our top performing Canon Accredited and Canon Business Center Independent partners are invited to join our Premier Partner Club with access to the highest levels of benefits and rewards. These partners use a specially designed identity as an appreciation for their commitment and loyalty to Canon.



Canon's brand value is estimated to be **\$10,876 million**
Interbrand survey, 2009

98% End user brand awareness across Europe

Become a certified Canon Partner and benefit from:

Clarity & predictability	When reaching the agreed target receive a competitive compensation package to help you grow your business
Differentiation opportunities	Be qualified and experienced to advise and sell across the Canon portfolio which offers even greater differentiation to your customers
Maximise visibility	With the Canon identity you can maximise visibility in the market place and promote your success to customers
Increased ease of use and accessibility	Through tools on the e-portal, PartnerNet, you can generate campaigns to enable you to communicate with even greater impact to your customers
Recognition of Elite partners	Be uniquely positioned in the market place and benefit from the highest quality support from Canon



The Canon story and value

- Heritage and expertise**
 - Canon's approach to business is influenced by its **philosophy of Kyosei** which means 'living and working together for the common good'.
 - We have **50 years experience** in delivering pioneering imaging technology to partners throughout the continent.
- Innovative customer solutions**
 - **8% of sales or €2.5 billion is invested on R&D** annually so we can power tomorrow's technologies.¹
 - **2114 number of patents acquisitions filled in 2008.** Canon is among the top three patent recipients in the world for the past 16 years.¹
- Relationship and support**
 - **59%** of Canon resellers have been working in partnership with Canon for more than 10 years.²
 - **We provide a human face and a collaborative approach to partner interaction.** That is why we have ? people across Europe supporting partners to understand your issues and delivering mutual financial benefit and success in the long term.
- Brand and organisation**
 - Canon has the **33rd most valuable brand** out of the top 100 Global brands.³
 - **92%** of our partners are satisfied or very satisfied with the Canon brand image to their clients.³

1. Canon Technology Highlights 2009
 2. Canon Europe Ltd
 3. Interbrand Survey 2009

Choose your Canon certification

The rewards of being a valued partner have never been so comprehensive. Our partners are certified on an annual basis to ensure that their product and service knowledge is as up-to-date as possible. Benefit from exclusive access to expert support and a range of certifications across our award-winning product range, giving you greater market differentiation and enhanced customer standing.

Contact your Canon account manager to discuss how you can be accredited or start a partnership, so that you can benefit from our attractive Canon Partner Programme 2011.