

SERVICE MATTERS

For printing and document handling, **customers value service above all.**



Print Technology Purchase Drivers



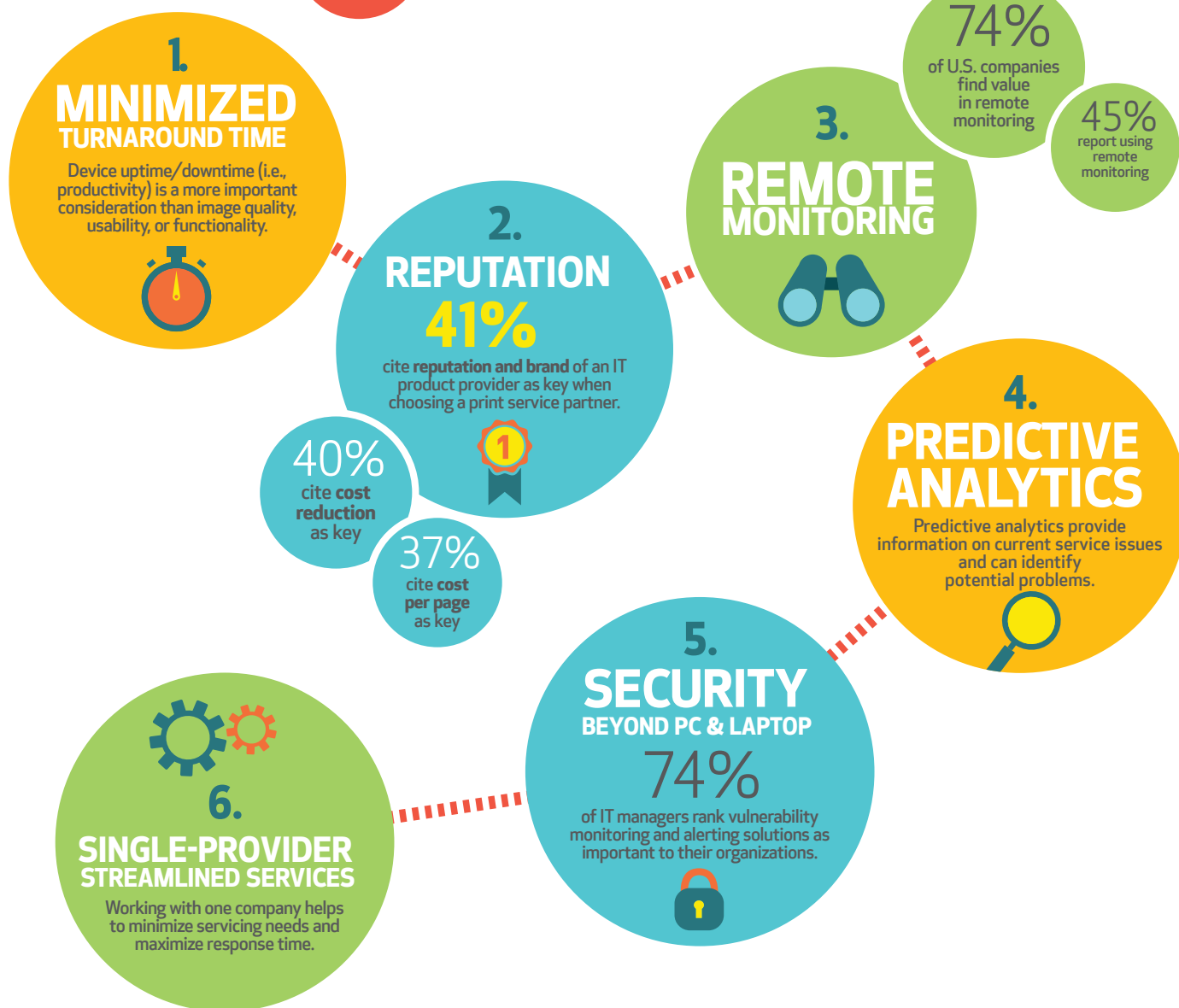
51%
SERVICE & SUPPORT

45%
PRICE

41%
SOFTWARE COMPATIBILITY

37%
EASE-OF-USE

6 KEY TRENDS IN SERVICING PRINT DEVICES



CANON ADDRESSES KEY CUSTOMER SERVICE ISSUES & CONCERNS

- Reputation
- Technician Expertise
- Predictive Servicing
- Device Uptime
- Streamlined Service
- Security Features
- Remote Monitoring

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