

CANNON

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IN THIS ISSUE

A Message from the President
pg 2

Graphics Printer Excels with Cannon IV
pg 2

HP Offers Camera/Printer Special
pg 3

Cannon IV's Print Management Programs Help Companies Save Money and Cut Costs
pg 3

Event Calendar
pg 4



It's Time To Get Real: New Catalog Enhances Cannon IV's E-Commerce Site

Cannon IV customers now have access to more than 100,000 products — all at the click of a button, anywhere at anytime. The new online catalog offers a real-time purchasing advantage that will help customers reduce their purchasing costs for printer equipment and computer supplies.

Up-to-the-minute pricing and product availability, as well as expanded product descriptions and images are among the site's enhancements. Registered users also have access to product information and pricing that is updated daily.

While the online store is not a new offering, the new product catalog and search engine are, explained Cannon IV IT Manager Tom Pendl. "We wanted to make our customers' online experience comparable to their offline experience," he said. "Cannon IV continuously strives to improve upon offering our customers solutions that drive efficiency and we feel that the online catalog achieves that."

The new enhancements were derived from suggestions made by online users and facilitated by Cannon IV's Information Technology Department over the course of six months.

"Our online customers served as a great resource when it came to making the necessary changes," Pendl said. "Since they were the people actually using the catalog, it was important that we take into consideration their recommendations. The end product is a tool that is convenient and easy to navigate."

Accessing the catalog is easy, however, new users are required to register for an online account. This may be done by simply visiting the Cannon IV website and clicking the "Get Connected" link. The process is quick and easy, Pendl said.



To register or for more information about the Cannon IV e-commerce site, please call your Cannon IV representative or email questions to neil.forker@cannon4.com.

Cannon IV Gala Recognizes Employees, Corporate Partners



Kirk Vasseur



Larry Sosbey Jr.



Kathleen Haley



Cheryl Henricks



John McQueen



Larry Boehm



Tony Karcher

950 Dorman Street
Indianapolis, IN 46202

Hours: 7:30 a.m. - 5:30 p.m.
Monday through Thursday
7:30 a.m. - 5:00 p.m. on Friday

To order by phone:
(317) 951-0500
or (800) 825-7779

To order by fax:
(317) 951-0600
or (800) 731-1164



www.cannon4.com

Five extraordinary employees and two corporate partners were honored at Cannon IV's Annual Recognition Event held January 17 in Indianapolis. The special evening was intended to recognize individuals for best exemplifying the "Cannon IV way of doing things."

Cannon IV lives by the "Cannon IV Way" which stresses respecting a person's individuality, trust and spirit. The employees who were recognized reflect these values in working with both internal and external customers, explained Cannon IV Vice President of Sales and Service Jim Jones.

The 2003 honorees are: Kirk Vasseur, Salesperson of the Year; Larry Sosbey Jr., Employee of the Year, and President's Award winners, Kathleen Haley, Cheryl Henricks and John McQueen.

Larry Boehm of Hewlett-Packard was named Cannon IV's Partner of the Year and Tony Karcher of Tech Data was the Vendor of the Year.

"We could not have had such a successful year if it weren't for the dedication of these employees," Jones said. "It's important that Cannon IV not lose sight of the people who go above and beyond their duties."

This year's award recipients demonstrated a commitment to Cannon IV and its mission. This is Kirk Vasseur's second time to receive the Salesman of the Year, after first earning the award in 2000. Kirk joined Cannon IV in 1997.

Larry Jr., a Supervising Service Engineer, has been with Cannon IV for six years. When Larry is not working he enjoys spending time with his wife, Marsha, and golfing.

Kathleen, a Brownsburg native, has been with Cannon IV for 10 years and serves as Marketing Communications Manager. In addition to earning the President's Award, Kathleen was also honored for her decade of service.

Cheryl joined the Cannon IV team in November 2000 as part of the Customer Support Team and in 2003 was chosen as the team trainer. She resides in Greenwood with her husband, Bill, and has two children. In her free time she enjoys attending her son's baseball games and band concerts, cooking and reading.

John began his career at Cannon IV in 1994 and is the Product Manager. He lives on the northside of Indianapolis and enjoys spending time with his family and friends when he's not working.

Each award recipient received a customized plaque featuring the Indianapolis Skyline.

"Cannon IV is glad to host this dinner, not only to honor the award recipients, but to let all of our employees know that we appreciate all of them. It's a great way to kick off another great year at Cannon IV," Jones said.



A Message from the President



Happy 2004! I can hardly believe that another year is underway. At this time every year, Cannon IV takes a look back over the past year and honors a select group of employees who have demonstrated a commitment to the "Cannon IV Way."

During the annual Cannon IV Recognition Event on January 17, we recognized five employees and two corporate partners who have been an integral part of our business' success. Employee awards are given in three categories: the President's Award, Employee of the Year and Salesperson of the Year. Among the honorees are Kirk Vasseur, Salesperson of the Year; Larry Sosbey Jr., Employee of the Year, and President's Award winners, Kathleen Haley, Cheryl Henricks and John McQueen.

In addition to the employee awards, two corporate partners were also honored for their outstanding service to Cannon IV. Larry Boehm of Hewlett-Packard was named Cannon IV's Partner of the Year. Larry worked diligently in serving as a liaison between Cannon IV and Hewlett-Packard. Tech Data, a \$14 billion national distributor of computer products, was named Vendor of the Year. This company has gone beyond its agreement and provided outstanding service to Cannon IV.

This year's voting process was a little unusual in that more employees were nominated than ever before. I think this speaks to the fact that more employees are taking on a leadership role. You can read more about these individuals in this edition of Cannon IV FYI.

I would like to thank all of our winners and the entire Cannon IV team for helping make 2003 such a successful year. We can expect that 2004 will be an even better year.

Last year we continued to aggressively grow our gross profits in hardware and service. While the normal business cycle has its usual peaks and valleys, Cannon IV was fortunate enough to remain steady. In fact, we had our second best sales month in December.

We expect this momentum will continue through 2004. To ensure that it does, we have developed an aggressive sales plan that will focus on strengthening our cost-per-page printing options. This said, I think it's obvious we're excited about the prospect of another great year. I wish you the same!



- Cannon IV welcomes four new members to the team: Jake Elliott, Print Assist's East-Texas representative, located in Houston; Pam Boyle, wide-format specialist (Ohio); Bill Siderys, HP multifunction printer specialist (Indianapolis), and Jean Platis, accounting (Indianapolis).
- Wednesdays are wild at Cannon IV! The second and third Wednesdays of the month Cannon IV offers its customers extreme savings. Simply call your Cannon IV representative on those days to find out what's on special.
- Customers in the Columbus, OH, area now have access to Cannon IV's outstanding printer service. Service technicians are available to handle all your printer service needs in four hours or less.
- Cannon IV employees donated more than 150 toys to the WRTV Toy Drive charity during the holidays.
- Did you know that Americans use an average of 749 pounds of paper products per individual per year? Over all that's about 187,250,000,000 (187 billion) lbs. of paper for the United States as a whole! Cannon IV recycles 180 lbs. of paper a week at its facility.
- Update printer firmware and printer drivers using hp.com to ensure best communications with Windows XP and Windows 2000.

Graphics Printer Excels With Cannon IV

Printers are literally the lifeblood of Excel Graphics. As a company specializing in the production of fleet graphics, printing is the catalyst for business. Printer downtime is not an option and can essentially mean the difference between meeting a project deadline and losing customers.



"Our printers have been running as many as 16 hours a day for the last three years," explained Excel Graphics Owner Wayne Willis. "I like dealing with Cannon IV because they have simplified the process of printer ownership."

Excel Graphics, located in Whitestown, Ind., has three wide-format printers in operation to complete projects for such companies as Auto Zone, Jewel-Osco, Bridgestone/Firestone, Emerson Electric and Red Gold. With this caliber of clients, there is a high level of expectation and when it came to working with printer vendors, Excel Graphics needed the best. According to Willis, that's exactly what Cannon IV delivered.

"Cannon IV was different than any other printer company I had dealt with before. Most printer suppliers come in with a catalog and leave the education component up to the customer," Willis explained. "Cannon IV's representative gave us a needs' assessment and then made suggestions on the type of equipment and supplies that would work best for us."

"Excel Graphics has very special needs," said Cannon IV Sales Representative Mike Vogel. "Because they are in the graphics industry, timely inventory is extremely important. To ensure this is achieved, Cannon IV has implemented changes in

the way we handle our clients' inventory. This account has certainly positioned us as being a major player in the wide-format market, particularly in the Midwest."

For more information on wide-format printers, call Cannon IV today at (800) 825-7779.

The experts at Cannon IV have extensive knowledge of wide-format printer equipment and supplies offering such brands as Hewlett-Packard, Kodak, ENCAD, Epson and Colorspan. Cannon IV has a staff of service engineers in Indiana, Ohio and Texas that are HP Certified DesignJet technicians.

HP Has New Way To Manage Your Printing

HP Web Jetadmin

To efficiently take control of network printing, HP provides the tools customers need to create timesaving and efficiently managed environments. The world's most widely used print network management software tool, HP Web Jetadmin, gives customers the power to proactively and remotely manage their HP and non-HP print assets, including individual device configuration, fleet management, report generation functionality and real-time consumables management through a standard web browser.

The HP WJA 7.5 provides remote management functions that allow network users to configure devices, conduct remote diagnostics, update firmware and organize devices into groups. Proactive management functionality is another feature. Preemptive problem solving and automatic notification through printer alerts and real-time status reports are intended to increase productivity.

For more information on HP Web Jetadmin go to www.cannon4.com

HP Offers Camera/Printer Special

Wouldn't it be nice to point, shoot and print your own photos? Hewlett-Packard is offering a special package featuring the HP 435xi digital camera and the HP Photosmart 7660 printer for only \$223.00 after a \$75 mail-in rebate. The rebate is also available for other higher quality, HP digital cameras and printers, as well.

The HP Photosmart 435's 3.1 MP effective resolution (3.3 MP total resolution), 5x digital zoom, and great shot-to-shot speed—along with the HP Photosmart 7660's six-ink-color printing—make a dynamic duo that's hard to beat.

The package includes free shipping. Offer expires 3/27/04.



For more information on the HP Photosmart Special, go to www.cannon4.com or call a Cannon IV sales representative at (800) 825-7779.

Cannon IV's Print Management Programs Help Companies Save Money and Cut Costs

There's no doubt that companies are creating more documents than ever before. While the dollar amount associated with the cost of document production, management and distribution varies from industry to industry, it runs as high as 3% of revenue for an organization.

Cannon IV specializes in helping organizations evaluate and control costs associated with producing and managing their documents. Cannon IV has worked with small, medium and large organizations in every industry nationwide to help them inventory, analyze, and recommend improvements to their document production and distribution operations to reduce costs.

With nearly 10,000 printers and 700 million pages currently under contract, many clients have come to rely on Cannon IV to control costs. Cannon IV service technicians have over 800 product certifications for HP, Lexmark, Oki Data, Hitachi and Printronix. And recently, Cannon IV staff completed certification for DocuAudit®, a tool to assist in the identification, analysis and reporting of costs associated with the production and distribution of documents in an organization.

Cannon IV will partner with you to develop the appropriate print management program to enable you to control costs to print, copy and distribute documents on digital printing, faxing and copying devices.

"After a needs' assessment, we work with customers to identify printing, copying, faxing and scanning costs. We then recommend improvements to their document production operations, establishing a partnership that allows us to serve as an extension of their IT staff," said Kirk Vasseur, a Cannon IV Sales Representative.

The process works like this:

Analyze

Cannon IV staff will conduct a financial and technical analysis designed to help management and users understand the issues their companies face in document production and distribution.

Evaluate

We will evaluate your method of printing, copying, faxing, and scanning documents to determine the true cost of these systems. Cannon IV's team of printer and document management experts will collaborate with all departments to analyze your current method of document production from financial and operational perspectives. Interviews will be conducted with top management, workgroup managers, and end users to gain an understanding of your objectives and challenges in the management and workflow of your document technology.

Demonstrate

An executive summary will be produced to help your organization evaluate the financial and operational impacts of your current methods of document processing—what technology you have, what you are doing with it, and what it is costing.

Recommend

Once the process is complete, Cannon IV will make recommendations to improve efficiency and reduce costs to continuously improve your return on your printer and copying assets.

To learn more about these programs and how they can benefit your business, please call a Cannon IV Sales Representative at (800) 825-7779.



EVENT CALENDAR

MARCH 17

St. Patrick's Day Parade

Cannon IV is a proud sponsor of this year's Indianapolis St. Patrick's Day Parade. This is the fifth year in row that Cannon IV has co-sponsored this event. Please watch for the Cannon IV float at this year's parade to be held downtown from 11:30 a.m. to 1:00 p.m. on March 17.

JUNE 3-5

Digital Sign & Graphics Show

Cannon IV is participating in the Sign Business & Digital Graphics Show at the Indiana Convention Center & RCA Dome, held June 3-5. This is one of the largest shows in the country focused on wide-format printers, equipment and supplies. Stop by the Cannon IV booth #1143 located near the entrance.

MAY 13

Ft. Wayne Road Show

The Cannon IV Road Show rolls into Ft. Wayne during the Ft. Wayne Business Expo slated for May 13 at the Grand Wayne Convention Center. The show will feature the latest in printers, including HP multi-function printers and HP DesignJets, supplies, Imation data storage products and services that Cannon IV has to offer. Show information can be found on www.cannon4.com If interested in attending the show, please call John Fazio at (800) 825-7779.

FEBRUARY-JUNE

Print Assist Events - TEXAS

February 15-18

Texas Association of Appraisal Districts Tradeshow, Ft. Worth

March 25

PACTS IV Strategic Partnering Information Seminar
Park Plaza Reliant Center, Houston

April 21

PACTS IV Strategic Partnering Information Seminar
Crowne Plaza Hotel North Dallas-Addison

May 17 - 21

Texas Association of Government IT Managers (TAGITM) Conference,
San Antonio

June 14-16

Ninth Annual PACTS IV Users Group Meeting, Las Vegas, NV

**For more information on Print Assist events,
call Kathy Wright at (800) 680-4357 or go to
www.printassist.com/events.html**

**Cannon IV's Showroom / Service Center Headquarters is located in Downtown Indianapolis
just 2 blocks east of 10th Street and College Avenue.**



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