



ORDER AND WORKFLOW MANAGEMENT SOLUTION



PRISMAdirect



PRISMA

MORE JOBS. MORE CONTROL. DIRECT RESULTS.

Order and production print workflow management solution that helps optimize current operations while positioning you for future growth.



Control

- Access order details quickly via the job dashboard.
- Get detailed reports that provide actionable insight into accounting, building value to your operation.
- Create as many storefronts as needed with customizable themes to meet print buyers' needs.

Grow

- Acquire jobs quicker through multimedia options such as webshops, FTP, or email.
- Boost your business by offering non-print products.
- Order print services with static or variable content quickly and easily.

Accelerate

- Use automated preview and preflight capabilities to offer customers an easier way to receive proofs.
- Configure to match your workflow from a single or multishop operation.

GROW YOUR BUSINESS

PRISMAdirect is designed to streamline the production process from order acquisition and management through fulfillment. It helps to simplify order intake, facilitate order management, reduce overhead costs, and enable faster turnaround times.

The easy-to-use interface is highly customizable, allowing your staff to focus on job tasks with maximum efficiency. PRISMAdirect works with most production printers and is built on industry-standard PDF/JDF compliance, so you receive the benefits of communicating with your mixed fleet as well as third-party providers.



ACCELERATE PRODUCTIVITY

OPTIMIZE YOUR WORKFLOW AND RESOURCES



AT A GLANCE

PRISMAdirect Order and Production Management Dashboard helps you manage operations with two powerful views, Order View and Job View. These provide a clear, consistent status across all operating modules of PRISMAdirect, giving customer service reps, prepress, press operators, and managers quick access to all essential information. The intuitive graphical user interface is highly customizable and easy to use for experts and novices alike.

STREAMLINE ORDER ACQUISITION

No matter how your jobs arrive—a supported webshop, email via Microsoft® Outlook® 365 plug-in for emails, walk-up, print sales rep, hard copy, FTP sites, enterprise uniFLOW software, certain cloud-based applications (i.e., Dropbox,¹ Aleyant® Pressero™), or other channel—PRISMAdirect lets you process and manage them all in one, integrated solution. You can even connect to third-party sources with a customized solution or an add-on module, which is easily configured. Access your dashboard from anywhere within the network on a compatible workstation or tablet² for optimum, real-time control.

AUTOMATIC CONVERSION, PREFLIGHT, AND PREVIEW

PRISMAdirect can be set up to automatically convert native files³ into a PDF⁴ format to preflight. You have the ability to preview each print job and request changes when necessary, all without leaving the software.



BOOST PRODUCTIVITY WITH PERSONALIZED OPERATOR VIEWS

Increase your efficiency by assigning job tasks to specific operators, such as prepress, print, bindery, fulfillment, etc. For each role, the personal Job View shows only the assigned responsibilities, helping each operator to focus on their own tasks. Print operators or warehouse staff can access their Job View from a compatible tablet² for full access throughout the production or warehouse facility. Quickly find jobs with enhanced search capabilities.



ADD THE SPEED OF AUTOMATION

With PRISMAdirect, you can automate the preparation and production of similar jobs by using preprogrammed templates, saving time and reducing labor efforts. The software includes a wide range of automation templates by default and allows you to add images to your VDP jobs without leaving the application. More automation routines can be created using PRISMAprepare as an option. If you choose Canon's advanced makeready solution, it will easily integrate with PRISMAdirect.

ESTIMATES AND QUOTES MADE EASY

Create formulas in Microsoft® Excel® to provide customers with quick quotes based on order specifications. For more detailed estimates, PRISMAdirect includes an integrated job cost quotation calculation tool that quickly builds and submits an exact quote, including sales tax and shipping cost calculation through integration with sales tax providers, such as Avalara, and popular shipping providers.⁵

SPEED TURNAROUND WITH CLUSTER PRINTING⁶

PRISMAdirect allows you to group your printers into clusters. This distributes work, helping to optimize resources and limit delays. PRISMAdirect also includes advanced color detection tools for easy identification of color and black-and-white jobs, so you can choose the most suitable printer. Operators can assign print runs with an easy, intuitive, drag-and-drop interface.

FAST DELIVERY TO CUSTOMERS

Choose a preferred shipping method based on cost and delivery time. Order administrators can generate reports to manage status and print shipping labels in each provider's layout directly from PRISMAdirect for fast, convenient turnaround.



VERSATILITY WITH HIGH IMPACT OPTIONS

PRISMAdirect WEBSHOP⁷

STANDARD LAYOUTS FOR EASY SETUP

- Standard layouts and templates are available to set up shop.
- CSS (Cascading Style Sheets) are available for advanced users.

ONE OR UNLIMITED STOREFRONTS

- Create 1, 10, or 50—there can be no limit depending on option purchased.

HIGHLY CUSTOMIZABLE

- Create the look and feel you want with multiple navigation layers.
- Configure product catalog to match your branding.
- Add promotional tools like videos and banners.

PERSONALIZED ORDER OVERVIEW

- Get quick access to current and previous job orders.
- Resubmit using prior job orders.

ORDER BOTH PRINT AND NON-PRINT PRODUCTS

- Offer your customers more with a combination of print services.
- Configure high-value services such as kits or premiums like shirts, pens, etc.

ENHANCED CUSTOMER COMMUNICATION AND PROCESSING

- Send both automated and personalized emails.
- Allow fast ordering of popular VDP jobs with easy upload capability to order company business cards, standard pamphlets, etc.
- Speed up job acceptance with auto preflight and built-in product preview.

MULTIPLE PAYMENT CONNECTOR

- Option supports multiple online payment methods such as PayPal and Worldpay.¹
- Offer customers to pay by cost center.
- Generate and send invoices directly from PRISMAdirect.

MULTILEVEL BUDGET APPROVAL

- Simplify and automate budget approvals.
- Set approvals to trigger when a job exceeds a predefined value.
- Designate budget owners; supports total quota for groups of users.




PRISMAdirect WEBSHOP

An exciting optional feature that can help you grow your business by providing a convenient, 24/7 purchasing possibility to your customers.

INNOVATE WITH ADVANCED CONNECTIVITY

SEAMLESS ENTERPRISE PRINT MANAGEMENT INTEGRATION

 PRISMAdirect integrates with uniFLOW, Canon's outstanding print-and-scan management solution.⁹ This allows your organization to easily merge production print with its office print environment, making job submission, access, and budget management all on a unified platform.

ALEYANT PRESSERO

Aleyant Pressero is an affordable and easy-to-use cloud-based B2B or B2C online storefront solution that can easily be customized to integrate with PRISMAdirect to meet the needs of your clients. Online design, instant pricing, reorders, inventory fulfillment, shipping integration, and credit card payments are all supported as are responsive website designs that work on phones, tablets, laptops, etc.

EXPAND THROUGH THIRD-PARTY CONNECTIVITY

- Seamlessly integrates with PRISMAprepare makeready solution, helping to accelerate composition to production when needed and reduce costly, non-chargeable time.
- Easy page-level editing is also available in third-party applications such as Adobe Creative Suite, without leaving the application.
- Acquire orders from various sources, including PRISMAdirect Webshop and third-party web-to-print solutions such as Aleyant Pressero Webshop.
- Export data to format billing information to create a customized, branded invoice.

REAP THE BENEFITS OF OPEN STANDARDS

- Your investment is protected! PRISMAdirect drives both Canon engines and select third-party printers supporting Adobe PostScript and/or PDF.
- Utilize nearly any data input/output solution to include JDF/JMF interface for VDP support.
- Onyx submission now connects to large-format printers in your mixed fleet.
- JDF Media mapping.

TEAMING WITH CANON

Selecting the PRISMA workflow solutions means you also choose Canon and over 80 years of experience in the design and development of innovative imaging technology and workflow. Canon is committed to its customers by constantly improving its technologies to stay at the forefront of innovation.

Understanding that each business and print room has its unique needs, Canon and its Authorized dealer network bring the expertise and support to help you deliver new ideas and applications that can inspire your customers and help improve the productivity of your business.

Add to this Canon's Production Professional Service offerings, which are delivered by Canon's Engineering Services and Solutions team in conjunction with your Canon Authorized dealer. These are designed to help provide efficient and expedient implementation and training for PRISMA workflow solutions.



LEARN MORE!

[usa.canon.com/
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PRISMAdirect CONFIGURATION

PRISMAdirect V1.8

Standard functionality includes Order and Production Management Dashboard with order and job views, customizable views, customizable roles, default imposition templates, VDP support, print and non-print product support, multilevel cost center support, accounting, >20 standard reports, and more.

Concurrent Users

Standard: One concurrent user license included

Optional: Up to nine additional users can be added for a maximum total of 10

Printing Systems Support

Standard: Four printing systems supported

Optional: PRISMAdirect PRO-Print Package for unlimited printing systems support and cluster printing

LDAP Connector Option

To connect to, search, and modify Internet directories.

uniFLOW Connector Option

For connecting uniFLOW print-and-scan management solution; delivers one enterprise-wide print management solution from office to print room.

Aleyant Pressero Connector Option

For connecting and configuring to automatically receive orders.

Neevia Document Converter Pro Option

Used for dynamic conversion of native Microsoft Office and other supported document types to PDF.

Quotation Option

An integrated calculator tool helps create a detailed job cost quotation when default calculations via the standard price formula editor (excluding labor cost) are not available, making the quote process quick and easy for customer service representatives.

Sales Tax Calculation Connector Option

Enables connectivity to Avalara sales tax calculation services.⁹

Automation Option

Enables automatic execution of pre-defined workflow steps for products ordered via the optional Webshop to save makeready time and effort for pre-defined product types or repetitive jobs.

PRISMAprepare Option

Seamless integration with PRISMAprepare all-in-one makeready solution for comprehensive, WYSIWYG document preparation that exceeds PRISMAdirect standard imposition and automation templates.

Shipping Provider Connector Option

Enables connectivity to FedEx, DHL, UPS, and the USPS shipping services.⁹

PRISMAdirect V1.8 WEBSHOP OPTION

Storefronts

Standard: One storefront included in base Webshop option

Optional: Extension to unlimited storefronts

Web Submission Servers

Standard: One Web Submission Server license included in base Webshop option

Optional: Up to nine additional Web Submission Server licenses can be added for a maximum total of 10

Payment Providers, Connector Option

Enables Webshop connectivity to PayPal, WorldPay, Paybox, Ingenico.⁹

Budget Approval Option

Allows tight control of set budgets for organizational entities. If enabled, jobs are processed only after the approval.

Note: For hardware requirements and infrastructure supported, please contact your Canon Authorized dealer.

¹ Subscription to a third-party cloud service is required. Subject to third-party cloud service providers' Terms and Conditions. Neither Canon Inc. nor Canon U.S.A., Inc. represents or warrants any third-party product or feature referenced hereunder.

² Android™ 5.x, iOS 8.x and higher supported.

³ Native files can be converted to PDF format for further processing. Third-party plug-ins, like Neevia, are required to be installed either on a web server or order-processing PC.

⁴ PRISMAdirect has been tested using Adobe Acrobat Professional 9.4.4/9.4.5/10.1.2/11 and Adobe plug-ins for PDF viewing. The latest available Adobe Reader version is recommended to be installed on the order-processing console PC to preview/edit PDF documents.

⁵ Subscription(s) to supported third-party service(s) and purchase of respective PRISMAdirect connector option is required. Subject to third-party service providers' Terms and Conditions.

⁶ PRISMAdirect V1 supports up to four printers. PRISMAdirect V1 PRO-Print package includes the support of more than four printers and Cluster printing.

⁷ The PRISMAdirect Webshop option includes one web storefront by default and can be extended via an additional purchase to enable an unlimited number of storefronts.

⁸ uniFLOW license and Professional Services are required for customized solution.

⁹ Subscription(s) to third-party service(s) and purchase of respective PRISMAdirect Connector option is required. Subject to third-party service providers' Terms and Conditions.

usa.canon.com/productionprinting



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