ORDER AND WORKFLOW MANAGEMENT SOLUTION

Canon
SEE IMPOSSIBLE

PRISMAdirect

PRISMAdirect

MORE JOBS. MORE CONTROL. DIRECT RESULTS.

AT-A-GLANCE

ACCELERATE

Streamline your production process from end to end, help reduce turnaround time, decrease labor costs, and keep your operation running smoothly and efficiently.

CONTROL

Access order details quickly via the Web-based PRISMAdirect order and job management dashboard from anywhere on the network.* And generate powerful reports that provide great insight into your operation.

GROW

Ability to grow your business by acquiring jobs faster and easier through more channels—including e-mail, FTP, and the supported webshops. Keep customers coming back by delivering great work even faster with capabilities like cluster printing, job splitting, and preflighting.

MAXIMIZE

PRISMAdirect is an easy-to-use, PDF-based solution that works with nearly any printer brand, protecting your current hardware and software investment, and letting you do more with current resources.**

* HTML 5-based Web browser required.
** Digital press and printer support for PRISMAdirect software may vary. Please contact your Canon Authorized Dealer for compatibility information.

ORDER AND PRODUCTION PRINT WORKFLOW MANAGEMENT SOLUTION THAT HELPS OPTIMIZE CURRENT OPERATIONS WHILE POSITIONING YOU FOR FUTURE GROWTH

OVERCOME PRINT CHALLENGES

As a print provider, you face increasing challenges in running your business efficiently while also trying to grow it: shorter print runs, more diverse jobs, and managing numerous order submission channels, to name a few. PRISMAdirect can help with all these challenges and more, so you can run your operation smoothly, day to day, while seizing opportunities for future growth.

A COMPREHENSIVE SOLUTION

PRISMAdirect can streamline the production process from order acquisition and management all the way to production and fulfillment. It helps simplify order intake, facilitate order management, reduce overhead costs, and enable fast turnaround time.

GAIN NEW INSIGHTS INTO YOUR OPERATION

PRISMAdirect offers detailed accounting and reporting capabilities, giving you actionable insights to help monitor, control, and build greater value in your operation. Data is stored in an exportable Structured Query Language (SQL) database that provides flexibility for detailed analysis, while optional SAP® Crystal Reports® software can be utilized to create additional customized reports.

USER-FRIENDLY USING OPEN STANDARDS

The easy-to-use interface is highly customizable, allowing your staff to focus on job tasks with maximum efficiency. And, since PRISMAdirect works with most production printers and is built on industry-standard PDF/JDF, you can get all its benefits without changing your equipment.

FULLY SCALABLE SOLUTION

Big or small, you can configure PRISMAdirect to match the workflow requirements of your operation, from a single operator shop to one with multiple, global locations.

ACCELERATE YOUR SUCCESS WITH THE OPTIONAL PRISMAdirect WEBSHOP*

EASY TO SET UP

Create as many storefronts** as you desire; adopt included, easy-to-use layouts and customize them to meet print buyers' needs. No programming expertise required.

DIVERSIFY BUSINESS

Boost your business even further by offering non-print products, like pens, shirts, or launch kits to complement your print services. And give customers a quick, easy way to order print services with static or variable data content, such as business cards or personalized marketing materials.

CUSTOMER FRIENDLY

Offers buyers a convenient online purchasing experience, with easy 24/7 access from a workstation, tablet, or mobile phone*** to their order histories, multiple payment and shipping options as well as automatic sales tax calculation.*

POWERFUL CAPABILITIES

PRISMAdirect provides automated preview and preflight capabilities and sends customers a proof for approval. It helps optimize customer communications with automated e-mail capabilities and makes quotes, estimates, and budgeting easy.

* Software capabilities described in this brochure relate to PRISMAdirect configured with all available options. For a detailed list of options, please contact your Canon Authorized Dealer.
** The PRISMAdirect Webshop option includes one Web storefront by default and can be extended to enable an unlimited number of storefronts.
*** Android™ 5.x, iOS 8.x and higher supported.

ACCELERATE PRODUCTIVITY

OPTIMIZE YOUR WORKFLOW AND RESOURCES

Network folders

Hard copy

Email

Print from most applications

Custom solutions

Cloud

FTP

PRISMAdirect Webshop

uniFLOW

Existing Webshop

PRISMAdirect

SEE EVERYTHING AT A GLANCE

PRISMAdirect helps you stay on top of your 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 casual users 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*) 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. Access your dashboard from anywhere within the network on a compatible workstation or tablet** for optimum, real-time control.

AUTOMATIC CONVERSION, PREFLIGHT, AND PREVIEW

PRISMAdirect can be set up automatically to convert native files*** to PDF† format, and preflights them. It enables you 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 tasks, helping each operator to focus on their tasks without distractions. Print operators or warehouse staff can access their Job View also from a compatible tablet** for full access throughout the production or warehouse facility. Quickly find jobs with enhanced search capabilities.
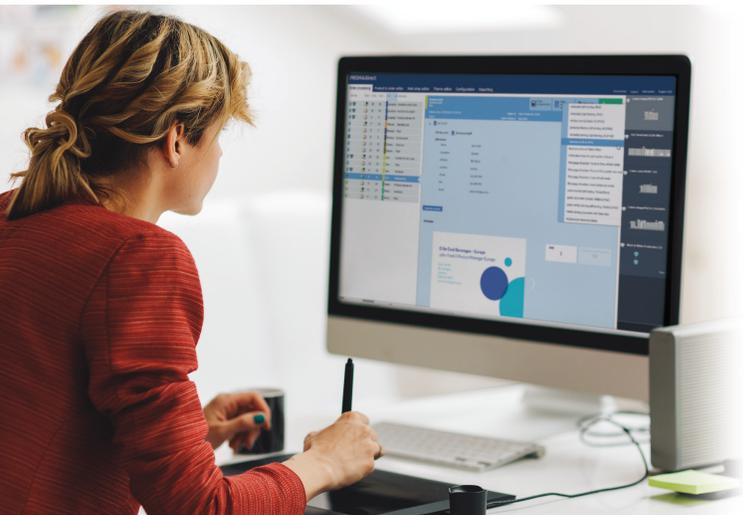
* Subscription to a third-party cloud service is required for certain setups. Subject to third-party cloud service providers' terms and conditions.

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

*** 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.

† 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.

ADD THE SPEED OF AUTOMATION

With PRISMAdirect, you can automate the preparation and production of similar jobs by using preprogrammed templates, supporting time and labor savings. 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 the optional Océ PRISMAprepare if you choose Canon's advanced make-ready solution, which smoothly integrates with PRISMAdirect.

ESTIMATES AND QUOTES MADE EASY

Print estimators can create formulas in Microsoft® Excel® and provide customers with fast quotes based on order specifications. For more specific 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 provider Avalara and popular shipping providers.*

SPEED TURNAROUND WITH CLUSTER PRINTING

PRISMAdirect allows you to group your printers into clusters. This distributes work among them, helping you 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 instantly with an easy, intuitive, drag-and-drop interface.

AUTOMATED, FLEXIBLE CUSTOMER COMMUNICATION

PRISMAdirect's automated e-mails help your customer communication to be consistent and responsive, yet you can still make changes whenever needed. This helps reduce overhead while optimizing customer outreach.

FAST DELIVERY TO CUSTOMERS

Integration to the shipping providers* FedEx®, DHL®, UPS®, and the USPS® allows print buyers and customer service representatives alike to choose a preferred shipping method based on shipping cost and delivery time. Order managers can generate shipping reports to manage shipping status and print shipping labels in each providers' layout directly out of PRISMAdirect for fast, convenient turnaround.

*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.

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GROW YOUR BUSINESS

PRISMAdirect WEBSHOP OPTION

STANDARD LAYOUTS FOR EASY SETUP

PRISMAdirect Webshop provides standard layouts and templates, so setting up storefronts is fast and easy and requires no programming skills. For more advanced customization, professional Web designers can use Cascading Style Sheets (CSS).

ONE OR UNLIMITED STOREFRONTS

PRISMAdirect supports you in growing your business by allowing you to easily create new Web storefronts. Create one, 10, or 50 — there are no limits set depending on the option purchased*— to address the different needs of your customers.

HIGHLY CUSTOMIZABLE

PRISMAdirect Webshop storefronts are highly customizable, with multiple navigation layers, allowing you to create the look and feel you want and configure your product catalog to match your business requirements. You can even add promotional tools like videos and banners to direct attention to specific services or special offers.

PERSONALIZED ORDER OVERVIEW

PRISMAdirect delivers an excellent online shopping experience to customers, giving them quick access to details about both current and previous orders. This makes resubmitting a job from the order history simple and fast—and that means higher customer satisfaction and return business.

ORDER BOTH PRINT AND NON-PRINT PRODUCTS

Offer more items for greater revenues—with PRISMAdirect Webshop, print and non-print items are easy to display, easy to promote, and easy to order. A combination of print services and stock items can be placed in a single order, supporting the sale of high-value services such as event kits or premiums such as shirts, pens, etc.

SPEED UP JOB ACCEPTANCE

When a job is submitted, PRISMAdirect automatically preflights the job to flag errors. And the built-in product preview shows your customers a visual representation of the final document, helping to speed up approvals.

ENHANCED CUSTOMER COMMUNICATION

Improve customer relations with regular communications. PRISMAdirect Webshop makes it easy, with the capability to send both automated and personalized emails.
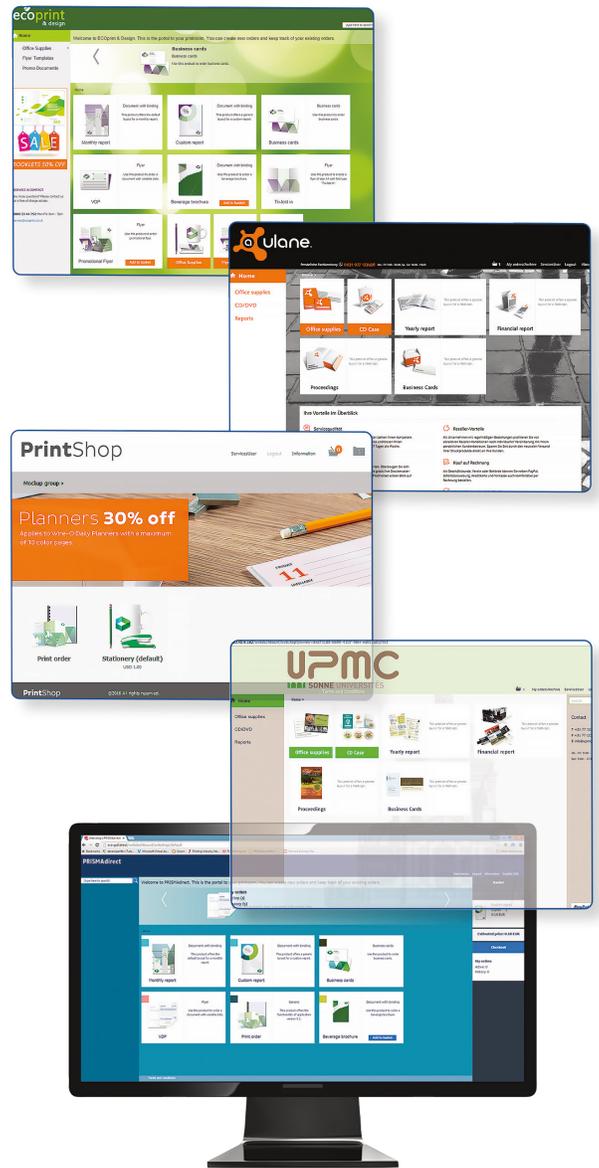
PRISMAdirect WEBSHOP

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

* 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.

FAST ORDERING OF POPULAR VDP PRODUCTS

The PRISMAdirect Webshop options can help ensure that your operation is the go-to choice for formatted print jobs like organizational business cards, standardized pamphlets, and other frequently ordered variable data print (VDP) jobs. Customers can upload a spreadsheet of variable data input or work directly in the data entry window for maximum flexibility and convenience.

OFFER THE EASE OF MULTIPLE PAYMENT OPTIONS

PRISMAdirect can support multiple online payment options, including PayPal® and Worldpay. Plus, you can simplify your receivables process by generating and sending invoices directly from PRISMAdirect. You can even offer your business customers the option to pay by cost centers— PRISMAdirect supports multilevel cost centers that involve different parties.

SUPPORTS MULTILEVEL BUDGET APPROVAL

PRISMAdirect helps save time by simplifying and automating the budget approval process for enterprise customers. You can set approval procedures to trigger when a job exceeds a predefined value. At that time, an automatic notification is sent to the designated budget owner for approval. PRISMAdirect also supports a total quota for a group of users.

ADVANCED CONNECTIVITY

REAP THE BENEFITS OF OPEN STANDARDS

PRISMAdirect doesn't demand a proprietary file format, locking you into a single software or hardware brand. You benefit from a complete Adobe® PDF workflow, so you can use nearly any data input or output solution with standardized JDF/JMF interfaces.

THIRD-PARTY CONNECTIVITY

Able to acquire orders from a variety of sources, PRISMAdirect order and workflow management can be integrated with different Web-to-print solutions—the optional PRISMAdirect Webshop or even third-party software via a customized solution.

THE POWER OF YOUR ENTIRE FLEET

Your print fleet investment is protected—PRISMAdirect drives Canon, Océ, and select third-party printers that support Adobe PostScript, and/or PDF.

SEAMLESS ENTERPRISE PRINT MANAGEMENT

PRISMAdirect smoothly integrates with uniFLOW, Canon's outstanding print and scan management solution.* This allows your organization to easily merge its production print environment with its office print environment, so that job submission, access management, and budget management are all on one platform.

EXPANDED MAKE-READY INTEGRATION CAPABILITIES

PRISMAdirect offers standard imposition templates. For more elaborate page programming, it can seamlessly integrates with PRISMAprepare software, Canon's all-in-one make-ready solution that helps accelerate preparation from composition through production and reduce costly and non-chargeable make-ready time. PRISMAdirect can even allow for page-level editing in third-party PDF-based applications** such as Adobe® Creative Suite without leaving the PRISMA application.

PRISMAdirect V1.4

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, multi-level cost center support, accounting, >20 standard reports, and more.

Concurrent Users

Standard: 1 concurrent user license included

Optional: Up to 9 additional users can be added for a maximum total of 10

Printing Systems Support

Standard: 4 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 connectivity with uniFLOW print-and-scan management solution for one enterprise-wide print management solution from office to print room.

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 the customer service representative create a detailed job cost quotation when default calculations via the standard price formula editor (excluding labor cost) are insufficient.

Sales Tax Calculation Connector Option

Enables connectivity to Avalara sales tax calculation services.*

Automation Option

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

PRISMAprepare Option

Seamless integration with PRISMAprepare all-in-one make-ready 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.*

Crystal Reports Option

Used as report generator to create customized report templates.

PRISMAdirect V1.4 WEBSHOP OPTION

Storefronts

Standard: 1 storefront included in base Webshop option

Optional: Extension to unlimited storefronts

Web Submission Servers

Standard: 1 Web Submission Server license included in base Webshop option

Optional: Up to 9 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.*

Budget Approval Option

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

* 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.

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

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