



*“Because WebEx allows us to train large numbers of dealers effectively, we’ve accelerated our time-to-market at a rate that our competitors can’t match.”*

—Mitch Bardwell, Director and Assistant General Manager,  
Sales Training Division, Imaging Systems Group



## Canon U.S.A., Inc. accelerates time-to-market with WebEx.



### LINE OF BUSINESS

Imaging equipment and information systems

### WEBEX SERVICE IN USE

Training Center, Event Center, Support Center and Meeting Center

### SUMMARY

Canon U.S.A., Inc. needed to provide easily accessible training in its new software solutions to its 8,000 sales professionals at Canon business technology and office product dealer companies. WebEx Training Center enables Canon to deliver hands-on training to thousands of dealer sales professionals throughout the Americas while optimizing critical company resources. Canon now brings the sales of new software applications to market faster than ever,—increasing its revenue streams and a competitive edge

### ABOUT CANON U.S.A., INC.

#### Headquarters

Lake Success, NY

#### Number of employees

11,000

#### TARGET MARKET

Businesses, consumers, and dealers

#### WebEx Customer Since 2004

A subsidiary of Japan-based Canon, Inc., Canon U.S.A. is an industry leader in professional business and consumer imaging equipment and information systems. With seven regional centers located throughout the Americas, the Imaging Systems Group supports a sales force of 8,000 people in a dealer network. Ranked among the top 100 US brands, Canon also maintains a deep commitment to social and environmental responsibility.

Canon has adopted the entire suite of WebEx solutions for a number of uses across its enterprise. For example, it uses WebEx Event Center for product launches, Meeting Center for customer meetings, and Support Center for remote support and product demonstrations. This story focuses on Canon’s initial implementation of WebEx Training Center and how its integration has dramatically transformed the company’s business processes.

#### The Challenge

In early 2000, Canon began reformulating its Imaging Systems Group objectives to address a mature copier market. This involved developing document management and workflow solutions that would provide an additional revenue stream while also driving copier sales. Marketing the new products through its existing dealer network, however, was challenging. “Our dealers had been very successful selling our copiers and digital MFP’s, but they’re hardware-oriented and didn’t have strong software competencies,” recalls Mitch Bardwell, Director and Assistant General Manager of the Sales Training Division at Canon’s Imaging Systems Group. “Since our dealers were not experienced in sell-

ing software, they were reluctant to outfit their showrooms with software to conduct sales training. The only other choice was to send sales reps to a Canon regional training center, which was too inefficient, expensive, and impractical to do across Canon’s dealer network.”

#### The Solution

Bardwell investigated online training solutions. Comparing several products, he discovered that WebEx Training Center had a unique feature called Hands On Lab. “When I realized that Hands On Lab would make it possible for Canon dealers to access computers remotely with Canon software, I knew it was the answer to our training problem.” At the time, Canon had computers installed in dedicated training rooms at three corporate regional training centers. “I immediately requested that all computers be shipped to Canon headquarters so I could set up our own remote training lab,” Bardwell says.

Using Training Center Hands On Lab, Bardwell was able to simultaneously connect dealers across the country to the lab computers at Canon headquarters and conduct interactive trainings for both software and hardware. Bardwell says, “The WebEx Training Center Hands On Lab feature allows us to load the appropriate software on our lab computers, then easily train the dealer sales people by enabling them to connect to the machines. The sales people can then use the software as if it were on their own desktops.”

Canon also uses Training Center to conduct virtual product demonstrations—key in selling to end customers. When a



prospective sale involves sophisticated applications, the dealer calls a Canon field analyst for assistance. “In the past, field analysts had to travel to assist with each sale. With WebEx, field analysts now conduct detailed online demonstrations that answer dealers’ and end customers’ specific questions. Our analysts perform the virtual demos online from anywhere, saving Canon a tremendous amount of time and money,” states Bardwell.

Today, 20 Canon field instructors have been trained on WebEx. They deliver one- or two-hour trainings to approximately eight dealer sales people at a time. Bardwell reports, “Using WebEx, we now train approximately 40 sales professionals each month, which means we’re training many more dealers in a lot less time at a lot less cost.”

### The Benefits

WebEx has transformed Canon’s training model, increasing the speed with which the company trains dealer salespeople while saving tens of thousands of dollars a year in travel and lost-opportunity costs. “Many of our dealers were resistant to taking on Canon’s document-management products. Knowing we had a solid training solution like WebEx in place to train an unlimited number of representatives at no travel cost eased our dealers’ apprehension about selling the software products,” Bardwell says. “Training large numbers of dealers effectively, we’ve accelerated our time-to-market at a rate that our competitors can’t match.”

Canon has adopted WebEx to implement a new, blended training approach that leverages different learning methods according to content type. This approach has accelerated training rollouts, made

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learning more manageable for trainees, and improved the overall quality of training. “We cut our instructor-led application workshop from three days to one by creating a hybrid event that’s much more effective than the original multi-day in-person event,” says Bardwell. Two self-paced online courses with quizzes prepare trainees for the face-to-face instructor-led event. The next part of the course, which takes place after the instructor-led workshop, is designed to give all attendees the opportunity to delve further into specific topics of the application workshop via WebEx. “WebEx lets us do things faster, which is the most important competitive advantage for any company.”

Conducting virtual demonstrations with WebEx helps Canon improve the knowledge of its instructors and optimize its field experts’ time. Bardwell recalls, “In the past, it was very difficult for field instructors to go on sales calls and demos, so their exposure to real customer applications was limited.” He adds, “Now we have an instructor observe whenever a field analyst gives a demo. The instructor gains tremendous insight into customer needs and Canon solutions, and can bring that customer experience right into the classroom. There’s less need for travel and we’ve improved instructor knowledge of customer applications.” WebEx helps Canon avoid lost opportunity costs created by constant traveling. “Now our field experts spend their time doing more important

things than traveling,” Bardwell says.

### The Future

As a result of Bardwell’s successful WebEx training strategy and the consequent rise in the adoption of document-management solutions, demand for training is quickly growing. One of Canon’s dealer channels recently included the document management solutions products in its President’s Club incentive program to ensure that salespeople focus on the new product line. “We’ve been called upon to train 1,200 sales people in 30 days so Canon software products can be included in this quarter’s sales. The only way we can do it is with the WebEx Hands On Lab solution,” says Bardwell. To accommodate the increase in training demand, he plans to expand the number of WebEx Training Center Hands On Lab computers “We also intend to start nationwide dealer training on new software solutions as they’re launched.”

Canon U.S.A. has been continually impressed by the WebEx commitment to customer service, innovative technology, and environmentally-friendly solutions, and Bardwell looks forward to leveraging WebEx to help realize the company’s future growth plans. “WebEx provides the training delivery methodology of the future. It provides a green approach, allowing companies to reach economies of scale virtually. WebEx and Canon is a win-win combination,” states Bardwell.

## HIGHLIGHTS

- It was neither feasible nor cost-effective for dealers to send all their sales people to Canon U.S.A. regional training centers for new-software training.
- Canon used WebEx Training Center to provide virtual training and demonstrations, which significantly reduced travel costs, sped up the training process, optimized its field experts’ time, and improved the knowledge of its dealers, sales people and instructors.