

# Why buy Canon from an Accredited Partner?

## Recognised by Canon

A Canon Accredited Partner is trained and annually audited by Canon. So that you can have peace of mind, helping you to gain a competitive advantage and increase profitability.

## Reassurance of the highest quality

When they award the Accreditation to a Canon Partner, Canon knows that their products and services will be provided to you with the appropriate level of expertise and support, so that you can start to accrue the benefits immediately.

To achieve accreditation, a Partner must satisfy an ongoing set of criteria which gives them exclusive access to Canon's products, knowledge and skills and the right to display the Canon Partner Programme identity.

## Financial stability

Canon Partners are annually audited and must prove they have the sound financial stability to be around to support you now and in the future.

## Skills

Canon Partners have access to the most up-to-date training in marketing, sales, service and customer care in order to ensure that they can understand and fulfil your requirements.

## Knowledge

Canon Partners have exclusive access to the latest products, software and services and, more importantly, the knowledge of how best to apply them to maximise your return on investment.

## Fit for your needs

When you work with a Canon Partner, you can choose to work with an organisation that's geographically close to you and better understands your local market.

## Serving your specific needs

Businesses differ. Your needs differ. To reflect the different areas of expertise required to support different business objectives, Canon's Partners can choose to become accredited and specialise in one or more specific areas.

Accreditation represents the Partners that have achieved best in class status. Accreditation is stringent, audited annually and once achieved, earns the right to display the coveted "Canon Partner" identity – your re-assurance of the highest quality advice and support.

