



CANON SOLUTIONS AMERICA

Headquarters:

Melville, NY

Company size:

5,200+

Industry:

Information Technology
and Services

Founded: 1971

Canon Solutions America is part of the Canon U.S.A., Inc. family, specializing in solutions for printing, document management and business services. Leveraging the strength, innovation and longevity of the world-renowned Canon brand, they strategically implement services, technology and support options for organizations of all sizes.

CHALLENGE

As part of the larger Canon brand, Canon Solutions America has a reputation for providing high quality imaging equipment—particularly printers—for businesses. Canon Solutions America didn't want to stop there, however. They wanted to raise brand awareness among educational institutions and to show that Canon is a company of innovation, dedicated to leading in new technologies, sustainability and big ideas.

SOLUTION

Canon Solutions America formed a multifaceted partnership with Creighton University to increase brand awareness and showcase their dedication to innovation and education. One key aspect of the partnership is Canon Solutions America's five-year sponsorship of the research and development "Radlab." The Radlab is Creighton's innovation hub. Radlab student projects range widely from building supercomputers to exploring how technology can help prevent bee colony collapse to building a virtual library for high need communities.

Canon Solutions America has also supported Creighton's Backpack Journalism program. Participants in the program take part in a biannual immersion experience where students search out and dig into stories from around the world. The five-week trip culminates in a documentary film put together by the group. Footage for the program's 2018 documentary "The Displaced" was shot on Canon equipment, and Canon Solutions America also filmed a short video about the program and the film release event to help draw attention to the documentary.

OUTCOME

Ultimately, the Canon Solutions America/Creighton partnership has shown the institutions' shared values. Creighton and Canon Solutions America are in lock step when it comes to sustainability, innovation and opportunity. The partnership shines a light on Canon Solutions America's thought leadership and value beyond printing services. Thanks to the collaboration, Canon Solutions America has been able to tell its story of innovation and demonstrate its value to educational institutions. Through press releases, white papers and video testimonials related to the partnership, Canon Solutions America has spread the word about its abilities to a new audience.

LET'S PARTNER FOR YOUR FUTURE

The Creighton Center for Professional and Corporate Excellence brings the strengths and expertise of Creighton University to organizations in every industry. Through professional development, continuing education and custom collaborations, we build partnerships that further the University's mission of engaging with and improving our world.

➤ **What can your company do with the right partnership? We can't wait to see.**



Center for Professional
and Corporate Excellence