

# CLOUD PRODUCTION PARTNERS

## FOR MORE INFORMATION

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## FOR IMMEDIATE RELEASE

### **Reserve Your Seat for an Exclusive Briefing about Improving Profits and Performance with Printing Thought Leaders Slava Apel and Dr. Joe Webb**

*Attendees of the invitation-only event will receive copies of “This Point Forward” by Dr. Webb; Domtar is the event sponsor; Cober Solutions and Spicers are book sponsors.*

April 8, 2016 – Toronto, Ontario – Printing technology expert Slava Apel and noted industry futurist Dr. Joe Webb are two of a trio of advisors with the latest perspectives about how printers can use cloud computing to improve their operations and customer experiences. Executives can hear all three experts on Friday, April 15 or Saturday, April 16 at the YEDI Business Acceleration Campus in the North York area of Toronto. Interested printing executives and owners can request an invitation at [www.cloudproduction.com](http://www.cloudproduction.com). Domtar is the event sponsor.

During the seminar, executives will receive a practical and actionable review of cloud options and training courses that offer a path to more profitable printing operations enhanced by cloud technologies. Mr. Apel stated “These technologies can improve business strategy implementation and have a positive effect on the market value and investment attractiveness of a printing business.”

Dr. Joe Webb, author of the contrarian printing strategy guide, *This Point Forward*, said “Cloud computing is an enabling technology that offers flexibility and productivity opportunities that *This Point Forward* describes. We are pleased that Cober Solutions and Spicers have collaborated to provide this book to the executives and owners at the briefing.”

Mr. Apel and Dr. Webb serve as advisors to Cloud Production Partners ([cloudproduction.com](http://cloudproduction.com)), a company that manages the migration and coordinates the most important part of the process: training.

“Companies need training that’s right for them,” explained Mr. Apel. The company offers a choice of training formats including live on-site coaching, remote conferencing, customized videos, and other methods. “This approach accommodates business needs based on size, skill levels, budgets and time availability,” he explained.

### **The Executive Briefings of April 15 and 16**

The briefing follows a logical flow of general cloud computing concepts and business applications, then focuses on specific printing business needs. Trainees will learn about competing cloud vendors, differences between cloud or SaaS or enterprise deployments, the range of price points, timing strategies for integration and migration, and ways different systems and processes connect. “Migrating to the cloud can be an opportunity to implement company change and adapt to new business opportunities. It requires thoughtful planning, but is in the reach of print businesses of all sizes,” said

Dr. Webb.

To register for a special invitation, visit [www.CloudProduction.com](http://www.CloudProduction.com) for full details and the topic agenda.

Seminar times and dates:

Friday, April 15, 2016: 1:30pm - 5pm

Saturday, April 16, 2016: 1:30pm - 5pm

Refreshments will be served

Location:

YEDI Business Acceleration Campus

907 Alness St, Toronto, ON M3J 2J1

The campus is near York University and convenient to the intersection of Routes 400 and 407.

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## About the Presenters

**Slava Apel** has been in roles of CEO, CTO, CMO and COO of technology companies for more than 20 years. He has founded a marketing company, order automation company, order fulfillment business and collaborated in multiple technology start-ups. His expertise is in helping B2B and B2C companies to monetize their businesses, products, and ideas. Mr. Apel consults to over 30 investment firms for high tech and manufacturing and brings his business acumen and expert selling methodology to Cloud Production Partners. He was voted as one of the top 35 Most Influential People in the printing industry, voted to be top 25 most Influential Sales Directors, and top 50 vendors in the printing industry.

**Scott Prince** has two decades of experience as a corporate trainer and consultant in computer technologies and productivity. His expertise helps small and medium sized businesses use cloud strategies to secure, consolidate, and synchronize their digital lives. He founded two cloud migration businesses and is skilled at communicating complex technology ideas to executives, their staff, and their employees.

**Dr. Joe Webb** is well known in the printing industry as a consultant, entrepreneur, and economics commentator for more than 35 years. His Ph.D. was the first awarded by New York University in Graphic Communications Management and Technology. Many CEOs and owners know him from his books *Renewing the Printing Industry* (2007), *Disrupting the Future* (2010), and *This Point Forward* (2014). His confidential market and media research has been used by the industry's leading suppliers for decades.

## About Domtar

Domtar is a leading provider of a wide variety of fiber-based products including communication, specialty and packaging papers, market pulp and absorbent hygiene products. With approximately 9,850 employees serving more than 50 countries around the world, Domtar is driven by a commitment to turn sustainable wood fiber into useful products that people rely on every day. Domtar's annual sales

are approximately \$5.3 billion and its common stock is traded on the New York and Toronto Stock Exchanges. To learn more, visit [www.domtar.com](http://www.domtar.com).

## **About Cober Solutions**

Cober Solutions is an industry leader in print, marketing and innovative technology with 100 years experience. The company Cober specializes in creating and delivering effective brand marketing and communication services for reputable brands across Canada and the United States. To learn more, visit