



ORDER PICKER



PALLET JACK



SIT DOWN RIDER



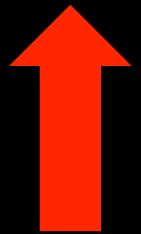
REACH TRUCK



ROUGH TERRAIN



STACKER



Requires OSHA Certification!

What is in the box?

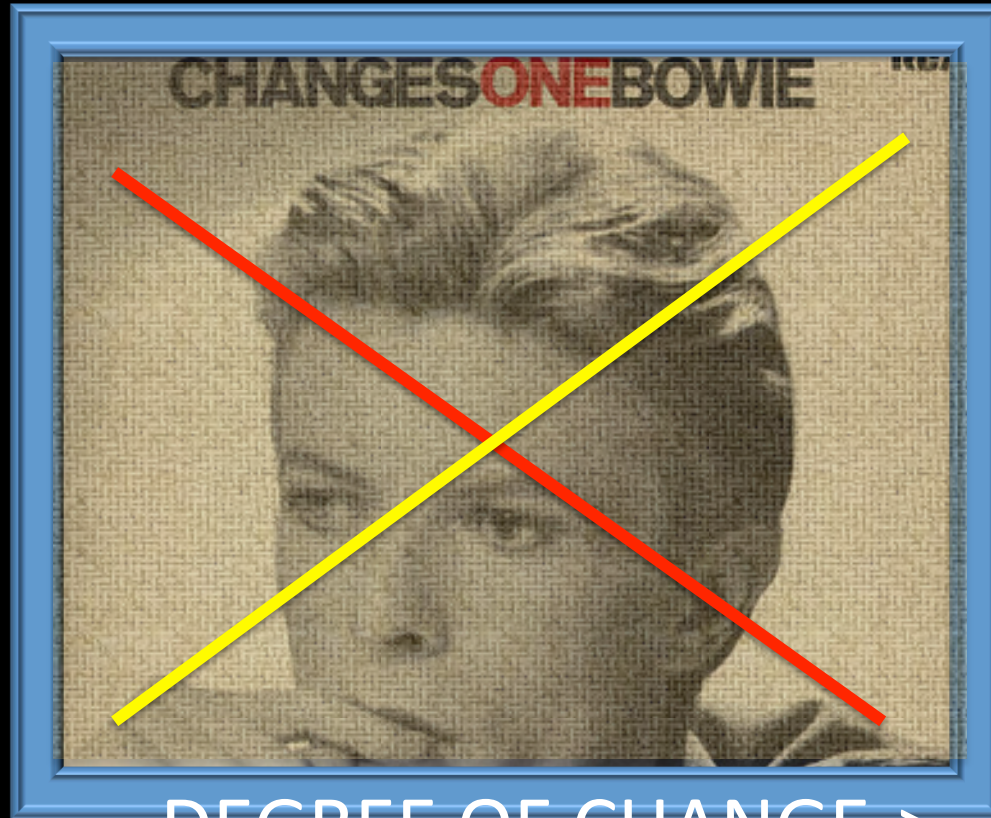
PAIN.



PAIN = $\frac{\text{DEGREE OF CHANGE}}{\text{UNDERSTANDING OF OUTCOME}}$

Big Changes Are Challenging

TIME
NEEDED TO
MAKE
CHANGE



ABILITY TO
PREDICT
END-STATE

-DEGREE OF CHANGE->





Organizations Need to Work
Toward Fundamental
Transformation

Organizations Cannot Clearly
See Destination

The Paradox of Publishing

Cloud-Based Structured Publishing



+



A recipe for sanity ...

... and success!

Cloud-Based Structured Publishing

1. Define Standards

Output
Templates

InDesign Templates
EPUB CSS

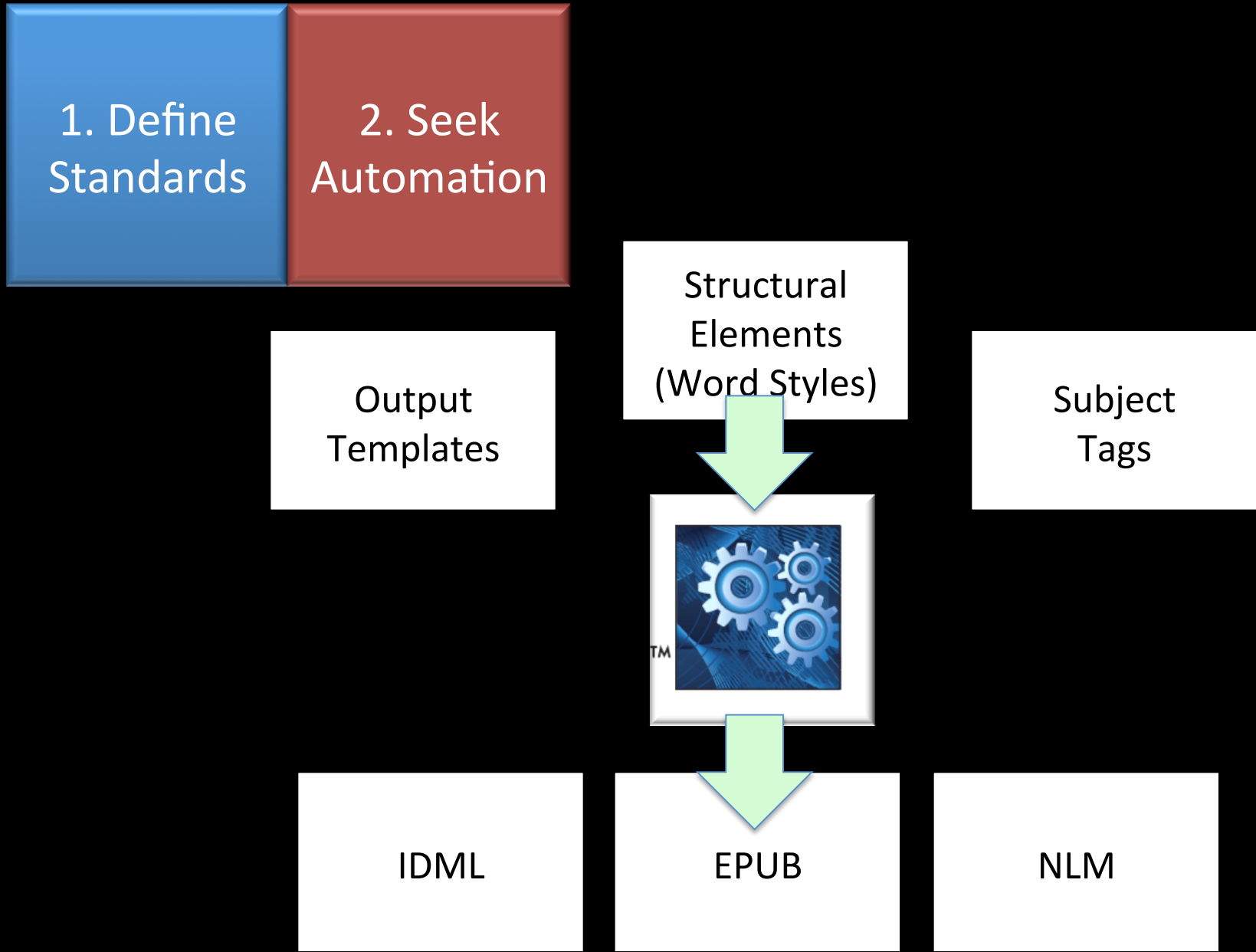
Structural
Elements
(Word Styles)

Conforming
Manuscripts

Subject
Tags

Controlled
Vocabularies

Cloud-Based Structured Publishing



Cloud-Based Structured Publishing

1. Define Standards

2. Seek Automation

3. Develop Skills



Cloud-Based Structured Publishing



- Externally managed platform
- Shared Service
- Browser Interface
- Service paid on subscription or usage basis.

Cloud-Based Structured Publishing

1. Define Standards

2. Seek Automation

3. Develop Skills

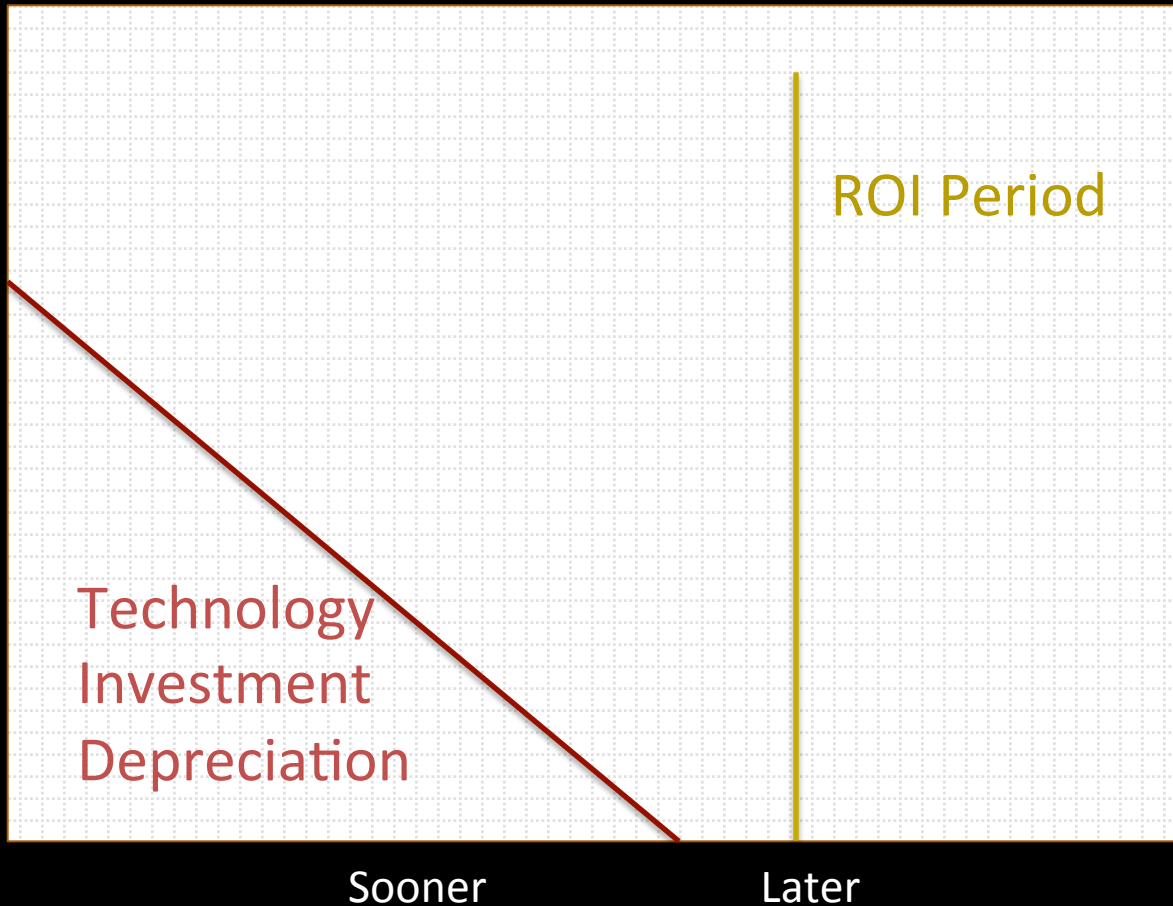
4. Use Cloud Services

WHAT?

WHY?

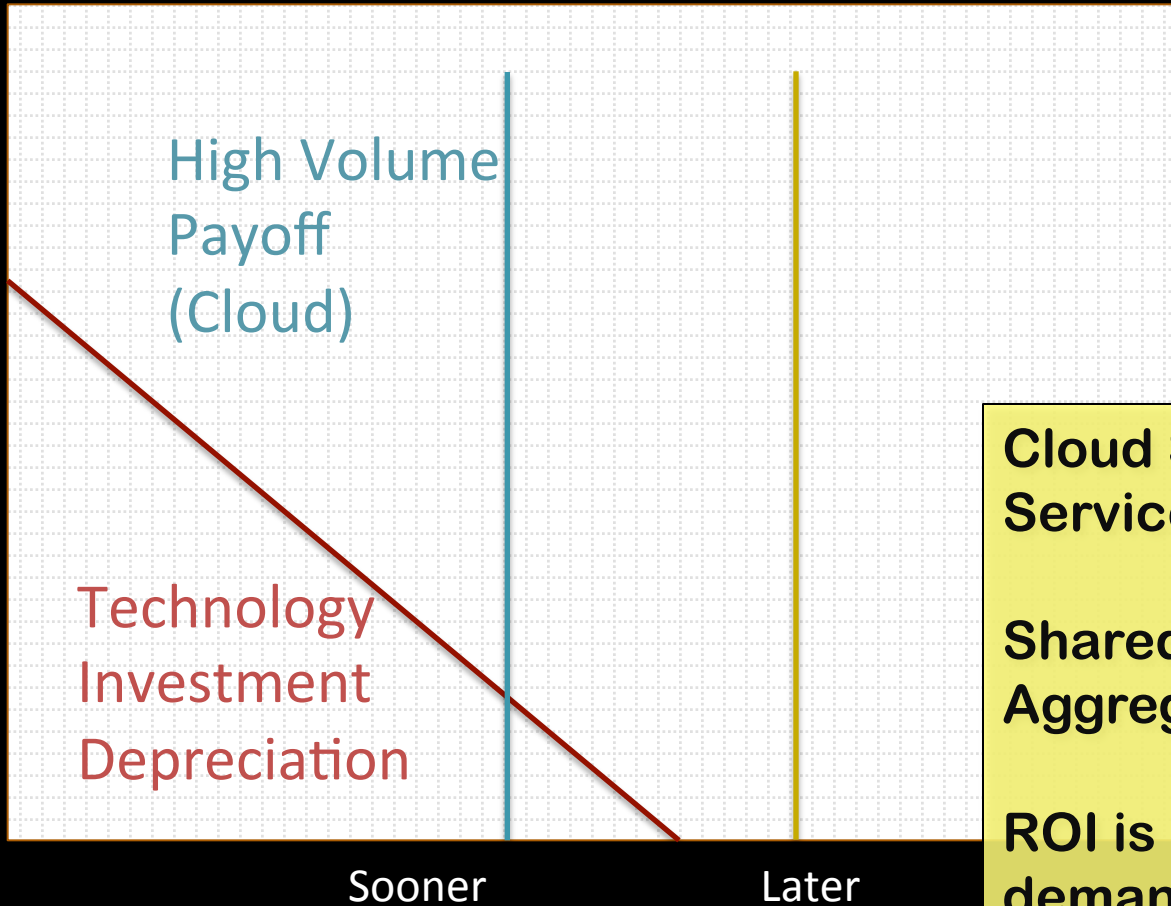
- Capital Preservation
- Maintaining Flexibility

- **Capital Preservation**



**Technology
is not a
super attractive
investment.**

• Capital Preservation



Cloud Services = Shared Services.

Shared Services = Demand Aggregators

ROI is achieved with with demand aggregation.

- **Maintaining Flexibility**



'I LIKE BEING ABLE TO FIRE PEOPLE WHO PROVIDE SERVICES TO ME'

Publishing Cloud Services

Production Clouds

Asset Management

Data Validation

Conversion

Composition

Production Workflow

Transmission

Delivery Clouds

Marketing Awareness

Access Control

File Delivery

Analytics

E-Commerce

DRM

Publishing Cloud Services

Production Clouds

Delivery Clouds



BiblioVault



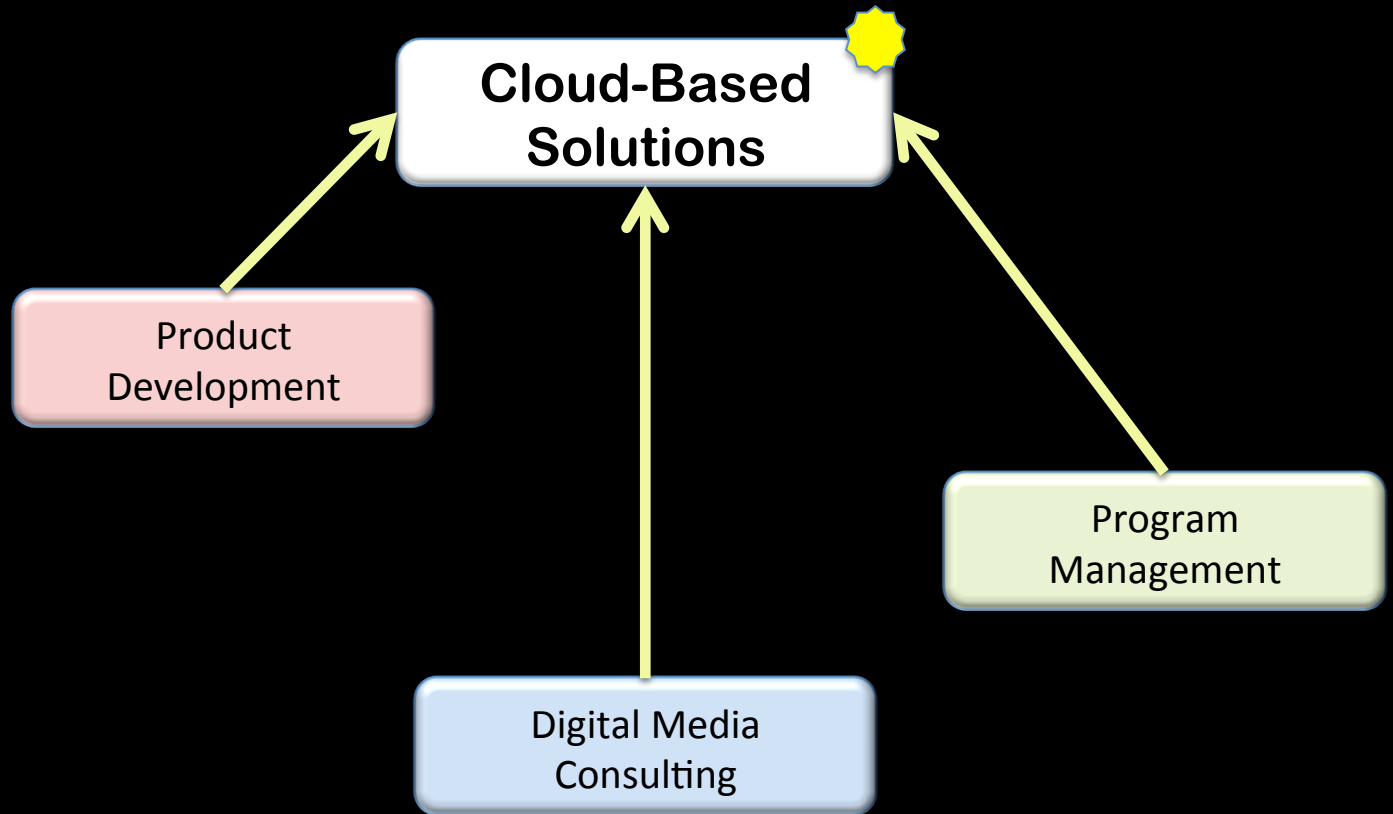
kindle cloud reader



OverDrive

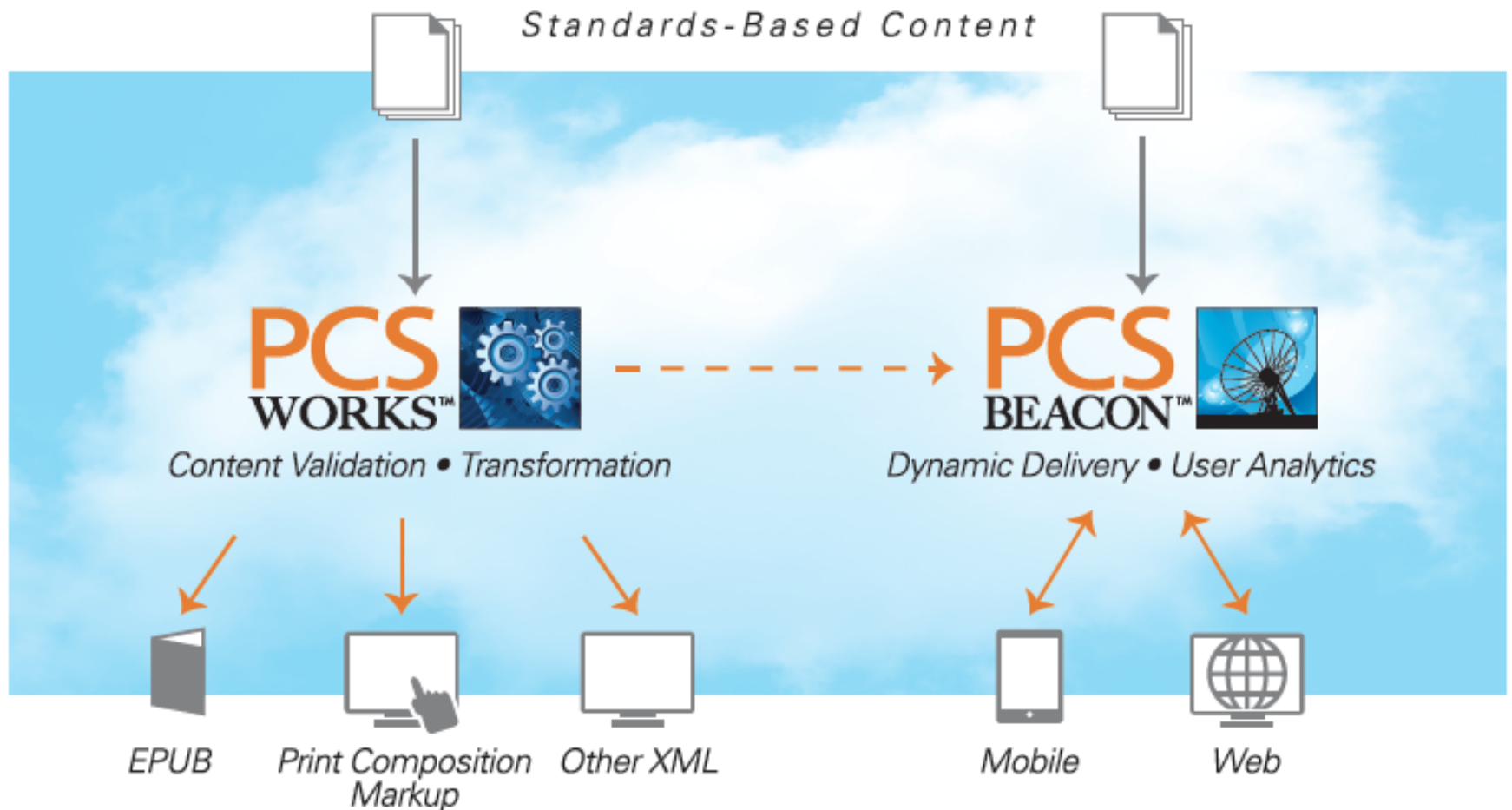


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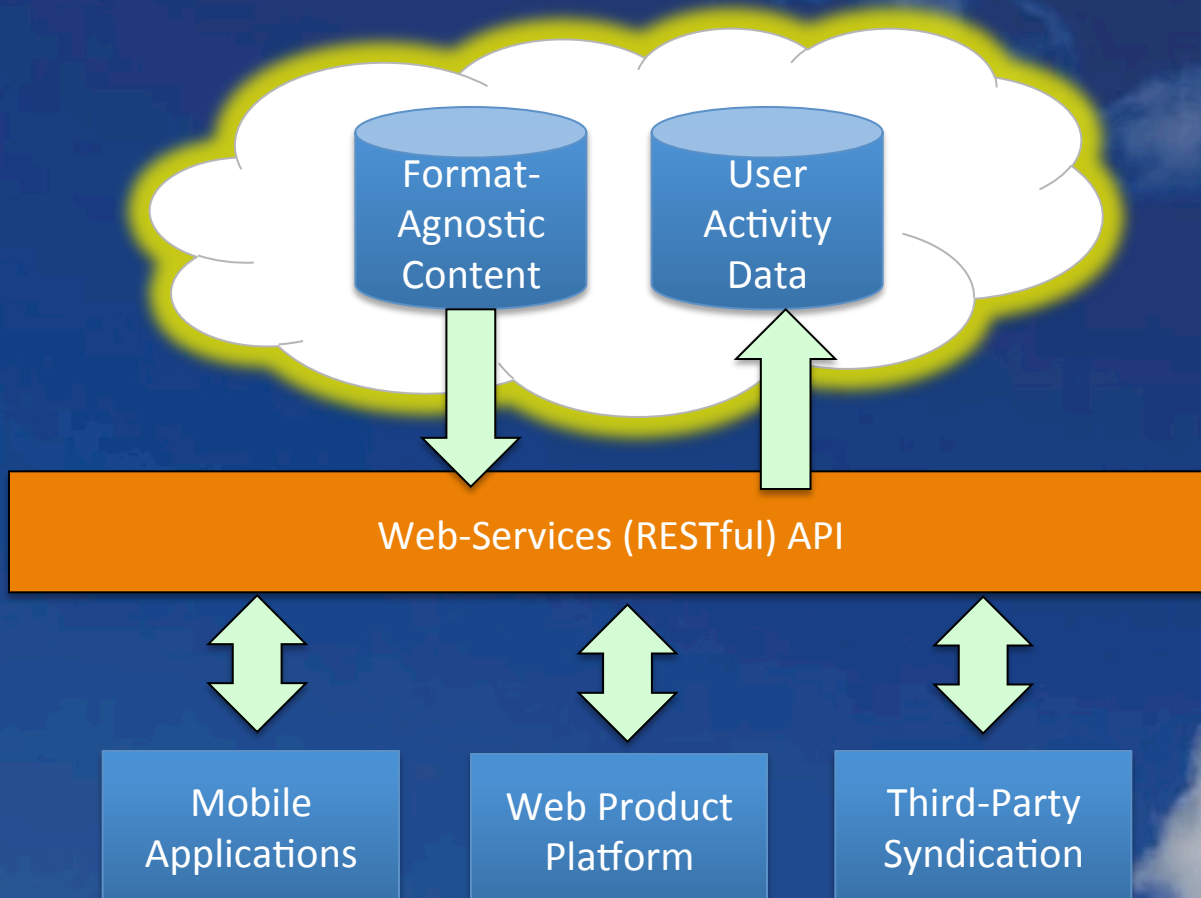
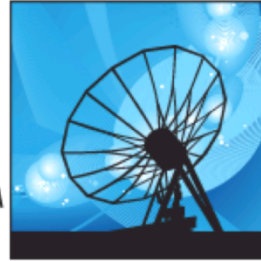


finitivPCS™

THE PUBLISHERS CLOUD SUITE



PCS BEACON™



Custom Publisher Applications

“Those who do not have access to well-structured content assets on cloud platforms will become subservient to those who do.”

-- Me

finitiv PCS

Take control
of your
digital
destiny ...



...with the
“suite” cloud
of
success.

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