

Mark your calendar

World Publishing
Expo 2013,
7-9 October, Berlin



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Media Port

IFRA Expo & Conference
29-31 Oct, Messe Frankfurt, Germany

World
Publishing
Expo 2012

Session:
Digital Innovation

Title:
**Virtual Print Center:
Prepress in the Cloud**

Speaker:
**Paul Huybrechts
MD CPP Belgium**

Coldset Printing Partners & Agfa Graphics

Virtual Print Center



A New Approach

Agfa Graphics moves prepress workflow from the print site into the Cloud



Who are Coldset Printing Partners?



- CPP is a joint venture of coldset printing activities of 2 major Belgian media groups:

Corelio and Concentra

- CPP prints own in-house publications as well as external (international) products like The Wall Street Journal Europe, Daily Express, Daily Star, Zaman, ...



Coldset Printing Partners – some figures

100 Mio Euro Turnover

340 employees

15 Mio copies / week

CPP is the largest newspaper printer of the country of Belgium

10 CTP units

450.000 sqm/year

1,8 Mio plates/year

11 Presses

WE LOVE NEWSPAPERS



What did CPP need?

A number of key requirements to be met

- Reduce cost driven by economies of scale
- Uniformity & standardization
- Print quality improvement
- Operational excellence and latitude
 - Single central control center
- Best service towards customers
- Cost of ownership >>> cost of operation



What was Agfa Graphics able to offer?

Agfa Graphics proposed a solution:

“Virtual Print Center”

- Hosting Agfa IT infrastructure / datacenters secure & managed services provided by Agfa ICS
- Running :Arkitex software & services by Agfa Graphics
- **In fact** “Prepress as a Service” (PaaS)



What is “Prepress as a Service”?

- Arkitex prepress workflow hosted in Agfa’s secure datacenters [Mortsel, Belgium]
- Secure Private cloud hosting – managed services model



Why Partner with Agfa?



Internal IT services can be expensive & usually lack
“application” knowledge

General cloud services / providers only offers infrastructure
and lacks “prepress” services

Only Agfa could provide a PaaS solution

Agfa has been a reliable newspaper solution partner to both
Corelio and Concentra for many years



Virtual Print Centre

Prepress as a Service

