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- Kyocera's Industry Leading 3 year/300,000 Page Warranty
- 6¢/colour print or 1.2¢/black print for the first year
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The Many Sides of Neil Sumaru

One Part Surfer, Two Parts Director and Partner, Every Part Successful

On the surface, Neil Sumaru possesses everything that a partner and Director of Sales at CBM Office Automation (CBM) would typically have, a professional demeanor, a focused business drive, and a clear vision for success. But when clients and staff get to know Neil, they discover his underlying fearlessness and confidence.

These traits served him well during his undergrad years, when he spent five months surfing the world's best ocean waves in Hawaii and then two months travelling in Australia. He completed his Bachelor of Arts, Honours degree in Political Science from the University of Alberta in 2002, with a specialization in political philosophy and a minor in "surfing." Upon graduation, he opened his own business manufacturing high-performance cars. After three years of creating and modifying car engine management systems, he realized that he enjoyed working with technology, so he sold his business to build a sales career in the technology industry.

His transition into the document management industry happened through a chance meeting with CBM president Glenn Mudryk. Since meeting with Glenn and starting a new leg of his career with CBM, Neil has realized that the best part about working with CBM is the people. "We have such a dynamic group," he says. "You can learn so much from everyone because they all have different strengths and experience in the industry. We have fantastic clients, so these factors make it really easy to get up and come to work."



Neil's goals for the company are simple: increase awareness of CBM as a solution for both large and small companies to manage their printing needs, further develop the CBM sales team's consultative approach, and help the team understand printing as it relates directly to a client's business process.

Neil's clients and colleagues have learned to rely on Neil for his expertise, sense of humour, and ability to find innovative results, but it is truly his confidence and enthusiasm that make him stand out from the crowd. A current member of the Synergy network, an Edmonton business group, this native Edmontonian and self-proclaimed sports junkie enjoys playing soccer, training in a variety of martial arts, golfing, and spending time with his wife Sunita and their two amazing daughters, Jaiya and Lehla.



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Cash Store Financial Profile

As Canada's leading provider of alternative financial products and services, Cash Store Financial Services Inc. (CSF) is on the path to global expansion, but unlike the evil and villainous corporations portrayed in the movies, it isn't interested in total world domination. This publicly traded company simply wants to dominate the payday loan services industry, and it has armed itself with the aggressive growth plan, targeted goals, and document management partner to do so.

Stacy Shenfield, Cash Store Financial's Vice President of Information Management, confirms the company's mission to be the industry leader in the alternative financial products and services market with the following statement: "[Cash Store Financial plans] to open 700 branch locations in Canada within the next two to three years. Additionally, we plan to open 100 branch locations in Australia within the next few years and 30 branches in the U.K. over that same period." CSF currently operates 37 branches in Australia and has two newly opened branches in the United Kingdom.

To achieve its hefty goals, CSF decided to strike up a partnership with CBM Automation (CBM). The relationship began in late 2007 when CBM won an RFP bid to work on a printer refresh project for the company, which it has now successfully completed. Since then, CBM has become Cash Store Financial's preferred document management partner, providing print, copy, and fax solutions (including maintenance and support) for its entire fleet of devices.

"We are able to contact CBM (Glenn Mudryk) at any time and discuss issues, resolution, and new opportunities," says Shenfield. "CBM has been extraordinarily agile in its approach to this partnership, and Glenn and his team have been extremely helpful and supportive." A recent

example of this support is when CBM provided CSF with an Internet-based web portal that could be used by its management team to review its current billing and printer usage (by branch location).

"CBM continues to provide efficiencies in the delivery of its products and services. This, in turn, has helped us to provide better services to our clients," affirms Shenfield. CSF originally chose to work with CBM because of its commitment to high service quality, outstanding product and organizational performance, and capacity to grow with CSF globally. "We have leveraged this partnership to build our other global locations in Australia," adds Shenfield. "CBM's resources and support have made the logistical facilitation of lease vendor agreements much easier from a global perspective." As a partner, CBM has what it takes to help CSF achieve total domination in an industry that already happens to be a worldwide one.

Founded in 2001, Cash Store Financial has continued to remain an Alberta-based company with headquarters in Edmonton and a network of more than 453 branches in over 190 communities nationwide. It currently employs over 1,900 associates nationwide and operates two of the most recognizable brands in Canada's expanding payday loan services market, The Cash Store and Instalozans.

