



## Save money with consolidation - not overseas outsourcing

By Richard J. Cichelli, SCS President

### The Dow Jones Local Media Group has gotten ad production exactly right.

It may be luck or it may be consummate skill, but I believe the DJLMG has gotten ad production exactly right.

It would be easy for SCS to claim credit for the success of their deployment, but the success is really theirs. They defined the solution and we implemented the enabling technology. They, however, conceived the solution and made it happen.

With the decline in newspaper advertising, the costs of maintaining a creative services department at every site in the group became uneconomical. In a time when outsourcing had become somewhere between a fad and a necessity, DJLMG found its own solution: consolidate ad production at its own centralized ad production facility.

Before News Corp sold off seven of the 14 newspapers known as the Ottaway Group, each site had its own creative services department. Each had SCS's SCS/Track™ ad production system. The front-end ad order entry system operated out of the former Ottaway headquarters in Campbell Hall. One of these sites reported a 94% reduction in copy errors and a 20% reduction in staff while producing more ads after installing SCS/Track.

The ad building tool was initially QuarkXPress® but, with SCS's help, this was converted to Adobe's InDesign®. SCS/Track provided workflow management and full text, indexed archival.

Doing ad building without a tracking system is simply at least 50% inefficient. With an initial payback period of under six months, the group had long since reaped significant savings during its 10-year use of SCS/Track.

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It was time to move forward starting with the realization that with ad sales declines and customers building their own ads, there was significant labor redundancy in the group.

Overseas ad building could be an option, but the reality is that many who have tried this back away from it. The typical 10% to 17% ad rejection rate of the work of overseas ad builders sours quickly.

Whatever you do, introducing an ad tracking system is essential. For those getting their first ad tracking system, *its benefits are often confused with benefits from outsourcing*. Separating these benefits brings to light how little real benefit can be had from overseas labor.

What DJLMG asked of SCS was inspired: give us everything we have with SCS/Track, put it all in one location with a heavy duty, high-availability backup site and provide for self-service for advertiser submission of ads, materials, copy, proofing, inquiry and approval.

SCS built Community Advertising Services/Community Display ad Services (CAS/CDS) to provide the self-service and multi-site support DJLMG needed.



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