

The History of SCS

Software Consulting Services, LLC (SCS) is a 30+ year-old systems integrator that serves the newspaper business worldwide. More than 300 newspapers in the United States and abroad use SCS systems every day.

While SCS is best known for Layout-8000™, the leading newspaper ad dummying system, 75% of SCS revenues come from other newspaper applications.

SCS prides itself on the completeness of its offerings. SCS offers an enterprise-wide solution with multiple SCS and third-party developed applications. Our advertising systems include AdMAX for retail and classified advertising management and accounting, SCS/ClassPag for rapid classified pagination and SCS/Track for integrated ad tracking. Our newsroom systems include SCOOP, developed by Wilkenson SCOOP AB of Sweden, for editorial and news pagination and Fotoware's products for image archiving. SCS has recently installed over one dozen complete enterprise systems, such as shown in the diagram below.

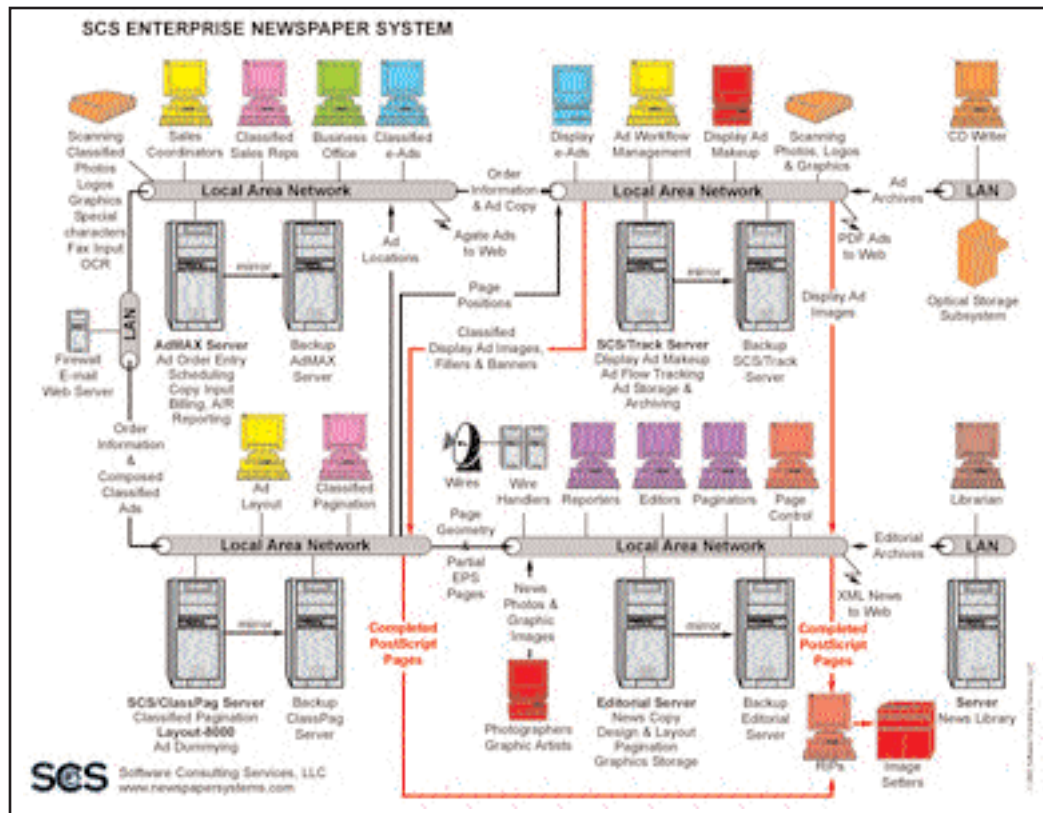
SCS specializes in software development, systems engineering and integration, technical

support and training. SCS is a value-added reseller for equipment suppliers like Dell and software suppliers like Red Hat, Microsoft, the SCO Group, Apple, Sun, Quark and Adobe.

SCS applications run on various networked computer platforms, including Linux®, Unix and Windows® servers with Windows® XP/NT/2000, Macintosh, Linux and Unix clients.

SCS is a limited liability company owned by Richard and Martha Cichelli. The owners take a keen interest in the day to day affairs of SCS. Richard is active in the organization, assuming the role of president. Martha, Richard's wife and founder of SCS, earned an advanced degree in psychology in 2000, but has now returned to SCS in sales support.

Richard has been instrumental in the development of newspaper software almost since newspapers began using computers. He is an acknowledged leader in the industry and is on a first-name basis with many of the senior management at most of the larger newspapers in the country. He has developed relationships throughout Latin America and Europe as well.



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SCS Firsts

- ☞ First Ben Franklin Technology Center start-up company (1983)
- ☞ First to build editorial and classified systems for a metro-sized newspaper, *The Washington (DC) Times*, on nonproprietary hardware and operating system software (1985)
- ☞ First Dell reseller (1987)
- ☞ First QuarkXTensions® developer (1987)
- ☞ First newspaper systems on the Unix/Intel platform (1988)
- ☞ First company to fully electronically paginate and eliminate the composing room in a daily North American newspaper, *Ottawa (ON) Le Droit* (1989)
- ☞ First to build classified, retail, finance, newsroom, pagination and circulation systems with integrated databases and single workstation access, installed at the *Albany (GA) Herald* (1994)
- ☞ First to paginate large classified sections with minimal manual intervention, high speed (100+ pages per second) and near optimal density (1996)

SCS's corporate mission is to empower publishers and their staff to produce the best newspapers possible by giving them quality systems at fair and reasonable prices.

Servers operating on:

Linux® ♦ SCO® Unix® ♦ Sun® Unix ♦ Windows NT®/2000® ♦ Macintosh OS X®

Clients operating on:

Windows® NT®/2000® ♦ Macintosh® ♦ Linux ♦ Unix ♦ thin clients



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