



► **The BEST support you don't need to BUY**

Jim Hines, Lead Analyst, Advertising with the Dow Jones Local Media Group found a unique way to support a site remotely shortly after the Stroudsburg (PA) Pocono Record went live with the CAS/CDS™ display ad production and management system from SCS. Jim had spent three weeks at the Pocono Record preparing the site to go live with the new, centralized application. They did successfully go live the week before Memorial Day and Jim felt free to leave.

Just after arriving in Kentucky – several states away – while he was shopping in a Louisville Best Buy store, he got a call from the Record's local system manager. Four ads were "lost". Sure that they were just in the wrong queue, Jim asked for the ad numbers and then prepared to log into the system and check. How could he do this from the Best Buy? Ever resourceful, Jim went to an iPad display in the store and used a demo machine and the web to sign on to the system in Stroudsburg and release the four ads. Crisis resolved! As Jim notes, other systems are client-server and/or ODBC dependent, and he would have needed a VPN connection.

Jim has also used his Mac laptop with a wireless internet AirCard at roadside rest stops to check on the system while traveling between sites.