



► The Ogden (UT) Standard-Examiner

"I feel that the process from the GPS interface through output of the Layout-8000 product has improved our workflow and flexibility with multiple editions."

Bill Petty
Publishing Systems Mgr
Standard-Examiner
Ogden, UT

The Ogden (UT) Standard-Examiner has taken advantage of open-source platforms and open interfacing solutions by purchasing SCS/ClassPag™ for classified pagination and Layout-8000™ for display ad dummyming from Software Consulting Services, LLC (SCS). With a daily circulation of 63,000 and a Sunday circulation of 68,000, the *Standard-Examiner* serves "the top of Utah." By replacing the newspaper's SII Interactive Ad Layout (IAL) dummyming system with Layout-8000, the *Standard-Examiner* now has its choice of pagination solutions, including the newspaper's MTX Layout pagination system, SII's Coyote News Layout or using COTS (commercial off the shelf) software like QuarkXPress® and Adobe InDesign®.

Both SCS/ClassPag and Layout-8000 run on the increasingly popular open-source Linux® operating system and interface with the newspaper's proprietary SII front-end system. "It had never been done this way before, using SII's customization language," said Laurence White of Genesis Publishing Solutions (GPS). While GPS interfaces had been done between SII classified and SCS/ClassPag, the Layout-8000 interfaces were new. An order entry and a pagination interface were needed.

SCS worked with Mr. White to implement an interface between the SCS systems and the SII front-end. In addition to making the systems communicate effectively, the interfaces streamlined and automated some previously inefficient processes.

"I feel that the process from the GPS interface through output of the Layout-8000 product has improved our workflow and flexibility with multiple editions," noted Bill Petty, Publishing Systems Manager at the *Standard-Examiner*.

"The Layout-8000 interface essentially allows Layout-8000 to be a plug-in replacement for IAL," explained Mr. White. "There were some challenges in developing interfaces between the SII and SCS systems. No detailed information regarding the structure and content of the SII database was available. The interfaces needed to be simple and automated, and cleanup procedures that were previously performed using the SII IAL system needed to be automated. It's been good working with SCS. Their interface information has been complete and up-to-date," Mr. White continued. SCS publishes its interfacing guide on the SCS support web site (www.scssupport.com).

"We and our customers are delighted with the success of the projects we have done with Laurence White of Genesis Publishing Solutions," said Richard Cichelli, President of SCS. "Laurence has helped make the SII front-end system an

Publication: ***Standard-Examiner***

Circulation: 63,000

The *Standard-Examiner* uses SCS/ClassPag™ for classified pagination and Layout-8000™ for display ad dummyming.

Software Consulting Services, LLC
630 Selvaggio Drive, Suite 420
Nazareth, PA 18064
Sales: 1-800-568-8006
Fax: 610-746-7900
E-mail: sales@newspapersystems.com
www.newspapersystems.com

SCS BUILDS TRUSTED NEWSPAPER SYSTEMS.



open environment. With his help, we have had great successes at *The Chicago (IL) Tribune*, *The San Diego (CA) Union-Tribune*, *The Raleigh (NC) News and Observer*, *The Allentown (PA) Morning Call*, the *Albany (NY) Times-Union* and *The Charlotte (NC) Observer*."

The staff of the *Standard-Examiner* is pleased with the new SCS systems. "They're pretty straightforward and easy to train people on. SCS/ClassPag is great. You can see how your page is going to look. It's very logical and fast. Layout-8000 is very nice. It's more sophisticated now and will serve us well," said Marilyn Messenger, Office Manager at the *Standard-Examiner*.

Both SCS/ClassPag and Layout-8000 at the *Standard-Examiner* run on a Linux server with three PC workstations doing double-duty on a staggered schedule. Like all SCS systems, SCS/ClassPag and Layout-8000 have open interfaces and are engineered to be platform-independent. They are available on SCO Unix, Sun Solaris and Windows NT/2000, as well as Linux. Both SCS/ClassPag and Layout-8000 can run on a shared server with multiple workstations or in a single server/workstation configuration. SCS now has more than three dozen sites running mission-critical applications on Linux servers.

The Layout-8000 display ad dummyming system produces editions using site-defined guidelines and position requirements, including observing page, competing advertiser and coupon requests. Layout-8000 handles multiple page designs in mere seconds and enables users to jump or drop total pages as needed. Layout-8000 provides advertising/editorial totals and ratios for planning prior to dummyming and edition statistics after the dummyming process.

The *Standard-Examiner* especially appreciates SCS/ClassPag's speed, onscreen displays, and its reliability. SCS/ClassPag easily paginates the 30-40 classified pages the *Standard-Examiner* produces on weekends. SCS/ClassPag paginates more than 1,000 pages per second, allowing many mid-market newspapers to complete their daily classified pagination activities in less than 10 minutes. SCS/ClassPag supports color classifieds and zoned ads, as well as logos and other graphics. If the power goes out, paginators can easily recover automatically saved pagination runs that are in progress.

At the *Standard-Examiner*, both Layout-8000 and SCS/ClassPag output to a page pair processor (Pair Sorcerer™ from Mindset Software) prior to going to the RIPs. Both products were easily configured for this process as well.

"The thing we love most is how fabulous SCS is with support. They respond very quickly and are very helpful and very nice," added Ms. Messenger. Mr. Petty said, "There has been relatively little need to call for support as a result of software problems. Most of the calls have been questions on procedural issues. The software itself has been very solid and dependable from a user's standpoint as well as from the system support side."