



## ► Ottaway Newspapers

It was probably the most  
painless installation we've  
ever had.

-----  
Fred Mulharin  
Systems Technical Supervisor  
Times Herald-Record  
Middletown, NY

"I'm actually a happy camper," said Jesse Hochberg, Systems Manager at the *Middletown (NY) Times Herald-Record*, about the successful and "painless" installation of the SCS/Track ad production and digital ad asset management system. "It's been great so far," agreed Jacqueline Palmer, Advertising Operations Manager at the *Times Herald-Record*. Return on Investment (ROI) is a significant factor in any newspaper's decision to purchase a system. A mere two weeks after the SCS/Track installation, *Times Herald-Record* staff reported clear gains in ROI. SCS/Track has already helped to consolidate advertising staff, strengthen spec ad tracking, streamline ad production and enhance productivity. SCS/Track is developed and distributed by Software Consulting Services, LLC (SCS).

The SCS/Track ad production and digital ad asset management system was also installed at the *Hyannis (MA) Cape Cod Times*. Both *Times Herald-Record* and *Cape Cod Times* belong to Ottaway Newspapers, Inc., a subsidiary of Dow Jones & Co. *Times Herald-Record*, the flagship of Ottaway Newspapers, has a daily circulation of 82,000 and a Sunday circulation of 97,000. *Cape Cod Times* has a daily circulation of 53,000 and a Sunday circulation of 65,000.

### Publications:

***Times Herald-Record***  
Middletown, NY

***Cape Cod Times***  
Hyannis, MA

Group: Ottaway Newspapers

These Ottaway publications use SCS/Track™ for ad production workflow and digital ad asset management.

"What you're giving us is the tool to make people responsible," said Denis Troy, *Times Herald-Record* Advertising Supervisor. SCS/Track organizes ad files seamlessly so that artists focus on designing ads, not on finding files. SCS/Track supports *Times Herald-Record's* team workflow and fosters close communication between customer service representatives and artists. SCS/Track allows ad builders to fax and email ad proofs directly from their workstations. SCS/Track preflighting, which verifies fonts, sizes and EPS validity, helps ensure that the ad ordered is the ad produced.

Flexible and extensive, the standard and ad hoc reports available in SCS/Track provide essential information about production and productivity. "We can run reports by region, artist, etc. The reporting part of SCS/Track has streamlined our process immensely," said Ms. Palmer. She explained that SCS/Track enhances her staff development efforts, showing her detailed information about each staffer's accomplishments and activities. Ms. Palmer added, "Performance development and goal setting with real data makes it a win, win for our whole advertising department."

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/Track is platform-independent and interfaces with QuarkXPress®, Adobe InDesign®, multiple versions of Multi-Ad

**SCS BUILDS TRUSTED NEWSPAPER SYSTEMS.**



Creator® and other common ad creation software. At both *Times Herald-Record* and *Cape Cod Times*, SCS/Track interfaces with QuarkXPress for Windows®. When artists select an ad job, SCS/Track automatically launches QuarkXPress, sizes the new Quark document as ordered and names the document according to standard conventions. This high level of automation helps ensure that ad files are accurate and easy to find.

SCS/Track easily interfaces to ad order entry systems and pagination systems. SCS/Track interfaces with the Ottaway Newspapers centralized corporate AS400 order entry system for advertising.

Both *Cape Cod Times* and *Times Herald-Record* run SCS/Track on dual Linux servers with PC workstations and virtual CD jukeboxes, and autochanger tape archiving.

Other SCS/Track features include a convenient command toolbar that enables users to perform important functions at the click of an icon. SCS/Track incorporates SCS's Scrapbook graphical viewer to sort and manage logos, clip art, etc. SCS/Track offers enhanced file management. What once resided on a single file system can now be placed on multiple file systems on one or more servers. Expanding system storage resources is now much easier. New displays show disk storage consumption, allowing storage management within the application. Everything regarding storage management is now much easier and more flexible. Off-hour archiving and purging tasks can now be easily scheduled.

Installation of SCS/Track at both Ottaway newspapers was completed by mid-April, 2003. "It was probably the most painless installation we've ever had," said Fred Mulharin, Systems Technical Supervisor at *Times Herald-Record*. Ms. Palmer summed up the installation: "SCS has been a wonderful company to work with. The capabilities of this system are almost infinite. SCS has helped build our system to fit our server, our users and our reporting needs."

Upon seeing the *Times Herald-Record* in full production with SCS/Track, Ron Regan, Vice President of Management Information Services for Ottaway Newspapers, said, "You can be sure we'll be talking about other Ottaway papers."

After the successful implementation of SCS/Track at these sites, Ottaway Newspapers selected SCS/Track as a corporate solution. Other Ottaway publications that have installed SCS/Track include the *Medford (OR) Mail Tribune*, *The New Bedford (MA) Standard Times*, *Plattsburgh (NY) Press-Republican*, the *Pocono (PA) Record*, *Portsmouth (NY) Seacoast Newspapers*, *Somerset (MA) Hathaway Publishing* and *The Stockton (CA) Record*.