



Bee Group Newspapers leverages the SCS Community Publishing System to **increase productivity and lower production costs.**

SITUATION

Owned and operated by the same family for more than 115 years, Bee Group Newspapers serves the suburban communities surrounding Buffalo, New York. Through the years, the organization's mission has been for each of its nine locally edited newspapers to be a vital part of the communities in which they are distributed.

For many years, Bee Group Newspapers used a proprietary system to layout and publish its newspapers. However, that system was showing its age.

"We were relying on an outdated publishing system with in-house servers that dated back to 2003 and didn't have backup capabilities," said Mike Measer, Vice President of Bee Group Newspapers. In other words, if there were a hardware failure, the company would not be able to publish.

Mike continued, "Not only was the system old, but it also relied on a complex markup language and proprietary pagination tool. This made it very difficult to train new reporters and editors to use the system because the younger generation is used to working with more modern publishing software such as Adobe InDesign."

Further, maintaining the outdated publishing system through annual service fees was becoming far too expensive and upgrading the system would be even more costly.

"Looking at the relative cost to modernize our publishing operations, we knew we needed the ability to operate in the cloud and overhaul the way we do things here," said Mike. "Fortunately, we found SCS and began using its Layout-8000 pagination software."

Layout-8000 is an advertising dummyming system that ties advertising systems to editorial systems. This allows newspapers to produce efficient, profitable, and well-designed editions quickly.

"The decision to use Layout-8000 led to a comfortable working relationship," said Mike. "So, we went back to SCS to find a solution that would complete the modernization of our entire operation."



Our old publishing system was very costly to maintain and upgrade. CPS fits nicely within our budget, and the SCS team has bent over backward to take care of our needs as a publisher."

MIKE MEASER

Vice President

BEE GROUP NEWSPAPERS
OF WILLIAMSVILLE, NY





SOLUTION

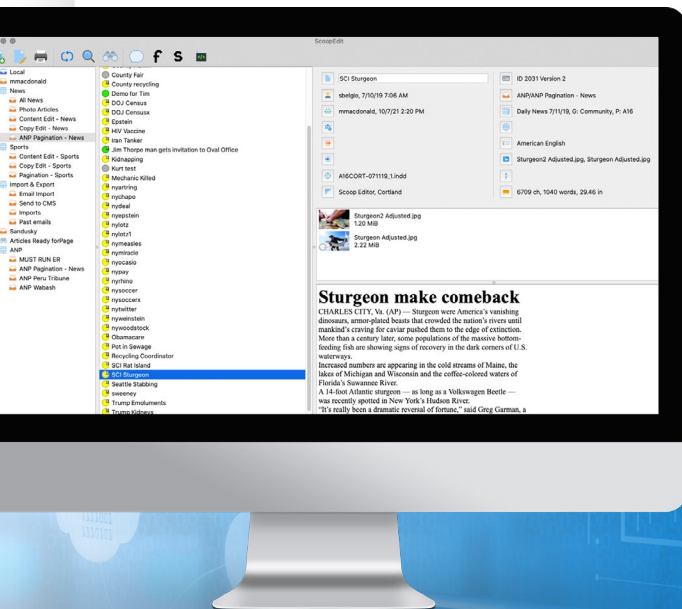
The solution that SCS provided was the Community Publishing System (CPS), a content creation, curation, and multi-channel distribution system with edition planning and monitoring.

CPS is a reliable, cost-effective solution with features that meets the needs of community newspapers. It provides publishers with a light, easy-to-train system that runs on the latest hardware and utilizes Adobe InDesign as the pagination tool. With CPS, publishers can create and manage searchable content from various sources and publish it to paper, the newspaper's website, and social media platforms.

"CPS offers us everything we need to be a modern publishing organization," said Mike. "And, because it is a monthly subscription service, CPS fits nicely within our budget."

Mike also appreciates the customer service provided by the SCS team.

"They created new workflows for us and made it easy for us to train our staff, even during the COVID-19 lockdown," said Mike. "I'm sure SCS has many more customers, but I certainly feel as though we're SCS's number one priority. I would think that all of SCS's customers feel the same way with regard to the time and effort that the SCS team puts into their customer service."



RESULTS

Increased productivity

"The CPS platform gives us a better way of doing things, and it frees up more time for our staff to do other important things, like covering news within the community," said Mike.

Lower production costs

The monthly subscription fee costs much less than maintaining or upgrading out-of-date technology.

Excellent customer support

"We've developed a great working friendship with the SCS team so that we can quickly get help with navigating through all of the nuances of the software," said Mike.

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MIKE MEASER | Vice President, BEE GROUP NEWSPAPERS