The Columbian **boosts efficiency and productivity** with the help of SCS and its Community Advertising System.

SITUATION

Serving Vancouver and Clark County, Washington since 1890, The Columbian is a rare example of a news organization with local family ownership. The daily newspaper provides coverage on a variety of topics that impact residents in its service area, such as government decisions, business news, local sports and events, and more.

The Columbian has been using products from SCS for years: It's relied on Layout-8000™ since the 1980s and SCS/Track™ since 2013.

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

SCS/Track takes the clutter out of ad production and tracks ads from the moment they are ordered through design, creation, proofing, approval, and printing. Because the systems work so well together, management sought to create more efficient workflows in other areas of production.

"Management is always looking for a better way of doing things," said Derek Boone, Prepress Technician at The Columbian. "Although we were using some SCS systems, we had also been using an old and complicated advertising system for many years. But there were problems with it. It didn't communicate with our other systems, and the company didn't provide good technical support."

To achieve the desired level of efficiency and productivity, The Columbian needed a way to connect its front-end systems with the back-end systems. The organization turned to SCS for assistance.

"Our old system required the expertise of our own in-house IT specialist to support the applications. Once this specialist gave his notice, we knew that we needed to take a hard look at replacing our system," said Brandon Zarzana, Chief Financial Officer at The Columbian. "Our prepress department was already familiar with SCS and had been asking our advertising department to look at AdMAX™ as a potential replacement. So SCS was near the top of our list."

> "I would definitely recommend to other papers that they try the SCS system, primarily because it is so easy to use."
>
> **BRANDON ZARZANA**
> Chief Financial Officer
> **THE COLUMBIAN**

SOLUTION

The Columbian examined the software platforms offered by SCS and decided to add AdMAX and SCS/ClassPag™ to Layout-8000 and SCS/Track to complete the Community Advertising System.

AdMAX is a powerful, fully integrated retail and classified advertising solution that combines ad order entry, contract management, billing accounts receivable, credit and sales management, a flexible rating engine, and user-definable reporting into a single system.

SCS/ClassPag is a fast classified pagination tool for publications. It engineers classified pages, components, and entire sections quickly, tightly, and consistently.

"The goal was to get an updated system that streamlines workflow, improves processes, and saves us money," said Derek. "The collection of systems from SCS helps us accomplish that goal because all of the pieces work together seamlessly. For instance, when you open up Layout-8000, any new ads will automatically populate. It's certainly more efficient. There's no doubt about that."

Having the right tools is one thing. Getting the customer support you need, when you need it, is another thing altogether.

"We were dissatisfied with the customer support the company behind our old system gave us, and the support they did provide was expensive," said Derek. "SCS gives us such great support that we've established a valuable working relationship with their support team. That's very important to us."

RESULTS

Improved productivity

Every step in the production process is now automated, which means staff can be more productive.

Lower production costs

"We wouldn't have started using these systems if we didn't save money," said Derek.

Happier advertising customers

"Our old billing system for ads was a little cumbersome," said Derek. "It's more streamlined now, and our advertisers appreciate that."

Satisfying customer support

Even though the two companies are on opposite coasts, the SCS support team responds rapidly to any questions and concerns.

> "We've looked at many other systems, and nothing quite fit our needs—until we saw the full Community Advertising System from SCS. It was just what we needed. It's the whole package."
>
> **DEREK BOONE** | Prepress Technician, **THE COLUMBIAN**

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