



CASE STUDY



Times Review Media Group goes paperless & improves productivity, thanks to software & technical expertise from Software Consulting Services.

SITUATION

Times Review Media Group once relied on a traditional production workflow system that involved paper-based ad tickets and invoices, triplicate forms, job jackets containing scraps of clip art and ad copy, and wire baskets that organized production work. This inefficient approach resulted in poor interdepartmental communication, process bottlenecks, and delays, which frustrated the newspaper publisher's sales team and the art department.

"Everything was being walked around the building manually," said Andrew Olsen, owner and publisher of Times Review Media Group in Mattituck, NY. "There looked like a problem that could be solved that could make us run the business more efficiently and streamline the workflow that we had."

Times Review Media Group already had an established relationship with Software Consulting Services (SCS) and relied on SCS's modern tools for production workflow management, order entry, and accounting. However, the publisher had been using the tools in a way that still involved a lot of physical documents and manual steps.

During a meeting with SCS in February 2015, Times Review Media Group realized that a digital version of its manual workflow would be far more efficient. The companies then discussed a path forward for the publisher to achieve a more dynamic, paperless workflow.

SOLUTION

SCS had plenty of experience helping new and existing newspaper customers shed dependence on limiting paper-based workflows, and Times Review Media Group was one such customer. Within a few short months, the publisher achieved its goal of going paperless, and the results delivered benefits and efficiencies beyond the elimination of paper shuffling.

"The big surprise for me," said Andrew, "was how large a benefit it represents for all the different departments. I'm really happy with how much we've been able to accomplish in a relatively short amount of time."

SCS provided the suite of software products, upgrades, and missing modules that helped fulfill the Times Review Media Group's objectives.

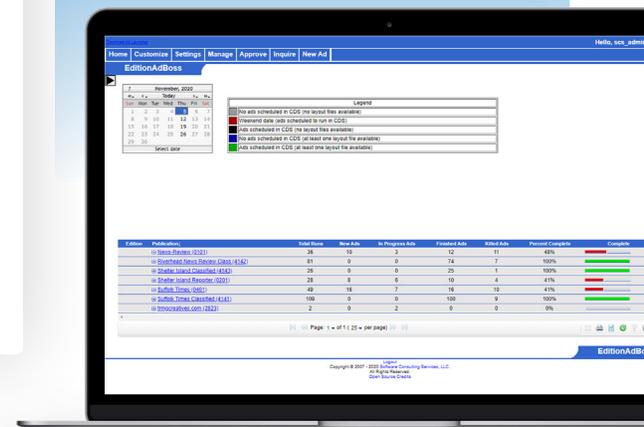
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I'm so happy that we're working with SCS as a partner and that we're working together strategically. I think that's really key."

ANDREW OLSEN

Owner and Publisher
TIMES REVIEW MEDIA GROUP
OF MATTITUCK, NY



SOLUTION CONTINUED

It also built the system architecture and the workflow design and provided consulting services, which Andrew said was “a really big element to the whole equation.”

Since the completion of Times Review Media Group’s incremental, company-wide rollout of SCS’s digital workflow solution, sales reps are no longer tethered to manual processes and moving around hard copies in the office. Instead of waiting for others to enter data into the system, sales reps can upload the necessary information themselves, even if they’re at home or on the road, which has improved the turnaround for the production of online advertising.

“I asked my head of production, ‘Do you like it better?’” said Andrew. “He said, ‘I absolutely love it.’”

The digital workflow process SCS developed has also benefited the art department. Ad copy and design elements are now electronically transmitted and routed directly to designers without waiting for the display coordinator to key in hard-copy information.

Additionally, the workflow also includes paperless tearsheets and billing. Departments can now send an invoice with the click of a button.

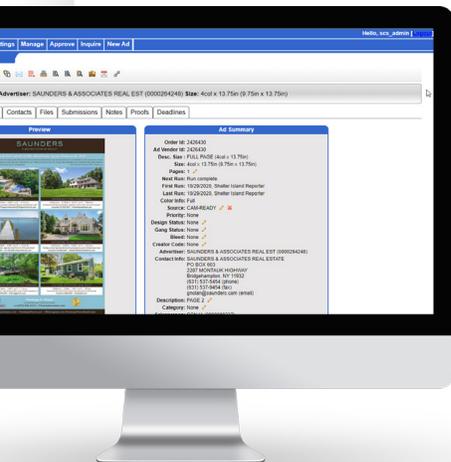
“We’re able to collect faster because people are getting the digitized invoices sooner, increasing our cash turn,” said Andrew.

Andrew attributes much of Times Review Media Group’s success with the new workflow to SCS. He considers it an advantage that he didn’t have to integrate software from multiple companies to accomplish his goals, but rather, he had one company with different elements to be integrated, and the result was a solution that worked seamlessly.

“There are tons of different software companies out there that do these sorts of things, but you have to get them all to work together,” said Andrew. “That’s where I’ve found working with the team at SCS to be really helpful.”



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RESULTS

Saved time

“The biggest gain is that there’s less waiting time,” Andrew said.

Enhanced productivity and efficiency

“There was a feeling that we gained up to 50 percent productivity,” said Andrew. “It’s definitely given us much more capacity from a sales and art department standpoint; we’ve been able to do more spec ads. Also, we were able to free up two of the front office’s admin people to help in the circulation department. It’s given us back basically 40 hours of availability during the course of the week.”

Greater visibility

Thanks to the paperless workflow, the art department manager can now see what each designer is working on and what ads are being produced. The display coordinator can also use the system to track workflow farther out than before from a more comprehensive perspective.

More manageable workloads and deadlines

Deadlines mean big spikes in the workload that follows a traditional, manual workflow. However, SCS’s paperless workflow “has allowed us to level out that workflow to make it a little bit more even,” said Andrew. “We’re always busy, but this just allows us to manage it much better.”