



Case Study...

Integrity Checking



MEDIAprint
Informations Technologie

THE CUSTOMER

Vienna based newspaper and magazine publisher Mediaprint G.m.b.H & Co. KG is responsible for the production of classified advertisements and the complete printing and distribution for the two biggest Austrian newspapers – KRONE and KURIER.

The IT production department is responsible for the printing of the following kinds of documents to four cut-sheet printers in IPDS or Postscript format:

- Delivery notes
- Invoices
- Reminder notices
- Serial Letters and Circulars
- Pay-slips and sickness certificates
- Order acknowledgements
- Journals
- Packing slips



"We spent a great deal of time investigating 'centralised print control' solutions and were extremely surprised by the sheer number and diversity of offerings available.

Our decision to implement the product 'PrintCenter' from PrintSoft came from our excellent experience over the past years with the composition software 'PReS'; and the processes our employees have developed with this product, together with the tight integration offered between these two products.

This has allowed us a high degree of flexibility for the optimisation of our production processes. The short time required for implementation was also a factor in our decision and we now look forward expectantly to the deployment of additional modules."

Christian Fitz, Manager IT-Production, Mediaprint

The challenge

Mediaprint have been preparing and printing their documents for several years using PReS page composition software from PrintSoft. During this time the data-checking, production approvals, printing, packing and delivery procedures were conducted manually. Additionally, reprinting of documents was possible but required some manual intervention. There was limited availability of electronic production information such as codes for internal cost centre accounting. These production management aspects were perfectly suited for improvement through process automation using PrintCenter.

The solution

Automation of the production processes was implemented by PrintCenter from PrintSoft. The goal of this automation was not only to provide efficient and reliable process automation but also to integrate the existing PReS page composition elements into the solution. Detailed process information is also captured during production and made available for analysis and calculation.

Efficiency and reliability was achieved through:

- Automated data input
- Automated data integrity and completeness checking
- Generated alerts for process or data retrieval errors

The advantages for Mediaprint

Investment protection: The new solution is integrated into Mediaprint's existing PReS solution. Existing PReS print jobs require only minimal modification to operate in the new PrintCenter environment.

Efficiency: The new cost centre production accounting provides the degree of transparency required to charge the originator of the production job directly. At the same time the overall cost analysis information for production is made available. This information is then delivered in the required format for further use by Mediaprint's accounting software.

- Secure production integrity
- Optimal support of the print operators

Data reports and cost breakouts from production are made available for:

- Number of pages per cost centre
- Number of supplements or inserts per cost centre
- Overall document size (pages & inserts) for postal charge estimation

With their new solution, the whole production process starting from data receipt up to the delivery of completed production runs to the shipping bay, is monitored and supervised electronically.

Security: Monitoring of the entire production process enables guaranteed 100% delivery of the print jobs.

Professionalism: Mediaprint was supported and accompanied by PrintSoft specialists during the implementation of the project starting from specification right through to the scheduled go-live date. Additional partnership and teamwork provided by Océ Austria; with their extensive knowledge of the existing production environment, proved indispensable during the preparation and planning phases. Mediaprint have profited from the experience with PrintSoft and; over time, this solution is expected to pay for itself.

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