



OneVision Software Streamlines Print Job Processes at Gazette Communications

Headquartered in Cedar Rapids, Iowa, Gazette Communications is a multi-media company that produces a range of products, including the newspaper The Gazette. The company's full-service commercial printing division, Color Web Printers, prints jobs that include the daily newspaper Cedar Rapids Gazette (64,000/77,000), the Daily Iowan, the newspaper of the University of Iowa, and Iowa Farmer Today, a tabloid distributed weekly to approximately 70,000 farmers throughout Iowa.

Challenges

Gazette Communications faced several challenges. First, the company needed to route specific files with different formats to various locations.

"We have a monthly business-to-business publication called Edge Business Magazine that needed to go in three different locations—to the printer, to an online resource for the Web, and to our archiving software—and each one had its unique own requirements," explains Audrey Wheeler, program manager, Gazette Communications. "The printer needed one complete document with all of the pages and crop marks, but online and archiving needed individual pages without crop marks."

Second, the company relied on time-consuming manual processes that required hands-on attention. "With each issue of Edge Business Magazine and other products, we had to spend several hours manually creating and transferring files over to the system," Wheeler recalls.

In addition, customers of Color Web Printers often found that sending files could become a very time-consuming, and frequently frustrating, process. Iowa Farmer Today spent several hours manually transferring files to the printer each week. Further, when customers encountered an issue while uploading a file for a print job, they assumed that the printer's system was to blame.

Solutions

To save time and effort, the company sought a solution that could automatically retrieve files as needed and correctly route the appropriate file types to the right location. It also needed a way to make the file submission process easier for themselves and for their customers.

Success Story

Gazette Communications turned to software from OneVision, a global provider of prepress and premedia solutions. The company already relied on Asura, OneVision's flagship file normalization, correction and optimization software, to process all of its ads and commercial print files. It also relied on Asura to process and verify all the finished pages of each publication before going to press. This successful history with OneVision's software was one reason that Gazette Communications decided to add OneVision's newest software, called Workspace, into its workflow.

Workspace is a software tool that provides prepress operators with at-a-glance comprehensive insight into their prepress production workflows. A browser-based solution that is easy to learn and use, Workspace essentially acts like a massive organizer that allows printers and publishers to remotely monitor, track, manage, and control every job throughout the production process.

To help maximize its potential return on investment, Gazette Communications decided to install Workspace with the software's optional Connect functionality, which makes it possible to use the software via the Internet or intranet. "A big draw for us with Connect is renaming of files and the ability to move files where we need them and on the schedule we need," says Wheeler.

To get started, OneVision worked with the company to set up different jobs, assembly lines and workflow configurations. After an initial training and testing period, the company began using the software.

Results

Gazette Communications noticed an immediate time savings. Now, customers post their advertising files to the company's ftp site, and OneVision's software automatically verifies pages have been sent. Files are then automatically retrieved and placed into the workflow. The company also configured the software to "grab" and move files automatically at specific times.

Chuck Reitzler, Unix/Prepress Applications Systems Administrator, Color Web Printers, said, "Our customers definitely appreciate the improved process. The first thing they said was it was a dream—and they reported no issues whatsoever. Before, many of our customers had to upload one file at a time. Now, they can quickly upload all of their files, all at once, and Workspace with Connect will retrieve them—it saves both our business and our customers an hour or two every night because it's now possible to drop files in and walk away."

Thanks to WorkSpace, needed files—in the appropriate format—are routed automatically to where they are needed. Moreover, OneVision's software worked with the printer's existing workflow solutions which kept cost to a minimum.

Reitzler said, "I can't imagine how many hours we've saved using OneVision software. It's all about the automation we were able to achieve. . . . In my experience, working with OneVision has been nothing but positive. We have a good rapport with their technicians, and they are responsive, professional and attentive."

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