



APPLICATION STUDY

The Cincinnati Enquirer-using technology to improve without having to change

Actively finding opportunities to get better The Cincinnati enquirer, one of the nation's oldest and most respected newspapers, had aging printing system equipment. When they learned it would no longer be supported they decided to evaluate new software vendors that would allow them to upgrade their equipment, while allowing them to preserve their investment in existing resources.

It was an easy decision. Rochester Software Associates (RSA) provided a transparent solution that allowed The Cincinnati Enquirer to keep all their resources and provide additional productivity enhancing functionality.

Mark Higgins, Computer Operations Supervisor, who continuously works with vendors to review and improve the newspaper's internal document output, saw an opportunity to implement technology that would make a significant impact on the organization. His intention was to upgrade technology, improve reliability, and add PDF capabilities that would improve overall productivity for the newspaper's workers.

"We needed a plug and play solution-which is exactly what M.I.S. Print software allowed. Using M.I.S. Print allows us to treat the new printer as if it were the old LPS printer. The conformance of M.I.S. Print compared to the last configuration is transparent from the user perspective."

Mark Higgins
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New solutions, new opportunities, new benefits

Following the recommendation from their printer vendor, the IT department at The Cincinnati Enquirer decided to replace the aging LPS printer with a production PostScript printer.

To ensure uninterrupted service to end users, RSA's M.I.S. Print software was installed directly on the print controller. M.I.S. Print software, an integrated software solution that automatically converts legacy data streams for printing on any network printer, has proved invaluable to the document workflow at the newspaper.

"With custom report types and forms created using PDL and FDL, we really couldn't afford to reinvent the wheel," says Higgins.

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Within a matter of days, the new printer and M.I.S. Print were in production, and today, a large percentage of the newspaper's applications (about 1.2 million sheets per month) are printing on the new printer without any need for changes from the operators, including standard and custom reports, invoices, letters, labels, coupons, and user manuals.

"Thanks to the M.I.S. Print, we now provide users the ability to print large volume reports from their desktops, saving toner costs and wear and tear on smaller department laser printers."

Change pays dividends

Now that M.I.S. Print has been running for some time, Higgins has realized that he did not just purchase a printer and software solution-he purchased increased productivity.

M.I.S. Print is loaded with features and functionality that play a dramatic role on how efficiently the entire operation performs:

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The benefits of M.I.S. Print

- Network and PDF printing opens up printing resources to the whole enterprise and simplifies job submission for users.
- Mainframe and network jobs can print concurrently on the same printer.
- The upgrade in connectivity from Twinax/Channel to TCP/IP LPR eliminates a critical point of failure - a converter box between the AS/400 mainframe and the LPS printer that has not been supported by the vendor for over a year.
- Automated paper tray mapping functions eliminate the need for operator intervention when changing stock to print special forms.
- Automated start commands and paper stock selection eliminate manual steps, save time and effort, and keep operation simple for users.
- Resource management and queue management capabilities give operators greater control over document output and free their time so they can concentrate on other tasks.
- Creating and modifying FSL and PDL resources while the printer is being used for production means resources can be kept up to date without taking the printer offline or inconveniencing users.
- The ability to reprint entire jobs or portions of a job without time-consuming processing delays at the host enables more jobs to be printed in less time.
- Remote training provided by RSA helps users to use the solution to its full potential.
- Thorough, ongoing support provided by RSA analysts ensure the solution reliably performs at peak efficiency with minimal downtime.

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Onward and upward

When a new solution has so many advantages, and an organization reaps so many rewards from it, the next steps are not difficult to determine.

As Higgins explains, "it's pretty simple. We like the M.I.S. Print solution so much that we are in the process of researching the replacement of our other LPS printer."

Repeat orders that is a true testament to the success of the M.I.S. Print solution from RSA.