



On-the-go Technology >>
for the Newspaper Industry

Anchorage Daily News

Anchorage Daily News is the leading newspaper in the largest state in the union. Distributed throughout Alaska, the paper is delivered daily by regular carrier and mail, boat, plane, snowmobile and dog sled (depending on the weather). Wanting to improve its single copy distribution, the paper came to Synchronex for help.

Before Synchronex: Paper-based Systems Created Time Lag

Single Copy contractors at *Anchorage Daily News* used paper manifests to record adjustments and returns to dealers and racks throughout the state. Once manifests were returned to the distribution center, other personnel would key in field data to the circulation system before sales data was available for review.

"We really wanted access to our field sales data more quickly, so we could make decisions to optimize our distribution," said Mark Wasser, *Anchorage Daily News* single copy sales manager.

Single Copy Edition: Introducing Electronic Data Collection

By equipping contractors with hand-held PDAs, *Anchorage Daily News* distributors are now able to enter all adjustments and returns electronically at each single copy location. Back at the distribution center, PDAs are deposited into their cradles where sales data is instantly synchronized and uploaded to the paper's PBS circulation system. Reports are available immediately via the web, where managers can analyze sales and share data easily online.

After Synchronex: More Accurate, More Timely Sales Data

With a portable, electronic-based system, *Anchorage Daily News* was able to reduce the number of steps and people required to get the sales data it needed to make informed distribution decisions throughout Anchorage.

"Information is available more quickly, and without the extra step of manual entry from the paper manifests to our PBS circulation system, we found data to be more accurate as well," stated Mr. Wasser.

By saving time and resources transferring data from the field, *Anchorage Daily News* found it was able to analyze sales results and adjust distribution totals more easily to maximize sales.

Anchorage Daily News

"With Synchronex we have lowered the amount of time needed to enter sales data. We now have a more efficient system with quicker access to our sales numbers. In addition, Synchronex has provided outstanding customer service."

Roger Weinfurter
Circulation
Manager
*Anchorage Daily
News*