



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

St. Paul Pioneer Press

Minnesota's first newspaper, **St. Paul Pioneer Press** has roots dating back to the 19th century. A three-time winner of the Pulitzer Prize, the "bulldog brand" newspaper is known by its loyal readers for its journalism excellence, distinctive personalities, and tenacious, loyal, and dependable spirit. A national leader in public service journalism, the paper won Minnesota's top public service journalism award nine years in a row.

In an effort to equip management with more timely and accurate data for decision making, the paper decided to upgrade its single copy delivery and reporting system and went live with the system in January 2006.

Before Synchronex: A Two-Step Process Delayed Analysis of Data

For years, single copy contractors at *St. Paul Pioneer Press* used paper manifests to record deliveries, adjustments and returns. After each day's deliveries, the sales information was tracked and recorded by the independent contractors, so the paper had no idea where papers were being sold or if the correct number of papers were delivered to each location. By replacing paper manifests with Synchronex, the goal is to reduce error margins, and increase sales by more accurately predicting sales per location.

Single Copy Edition: Accurate Sales Forecasts Increase Circulation

Contractors now electronically enter adjustments and returns for each location via the web-based application. They easily access up-to-date route information online and synchronize collected data with the circulation system at the end of each shift for accurate and timely billing.

"Web access is substantially increasing our productivity," says Lenore Siemsen, Technology Support Services Manager at the paper. "We can now quickly access realistic snapshots of sales data online and on demand. Synchronex has been a great company, always available—from when we were just fact-finding all the way through our go-live period."

After Synchronex: Business Intelligence Improves Decisions

With Single Copy Edition, the paper now stays more informed than ever. The Synchronex forecasting functionality improved productivity by determining the correct amount of papers for each location. In turn, this aids independent contractors in making more money.

Managers can track sales, analyze returns, see trends and map audits using one secure, web-based solution. With more accurate and timelier sales data, *St. Paul Pioneer Press* has created a HUGE difference in operations—fitting for a paper that comes from the same home town as Paul Bunyan, the Jolly Green Giant, and the nation's largest shopping mall.

"Synchronex has been a great company to work with, responsive to our needs, and quick to turn around both ideas and solutions. With the history Single Copy Edition will provide us, we can analyze data in a way we've never been able to and make better business decisions."

Lenore Siemsen
Technology Support
Services Manager
Saint Paul Pioneer Press

www.synchronex.com