



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

San Jose Mercury News

San Jose Mercury News is best known as the newspaper of Silicon Valley. It has been named the "boldest American newspaper" by the Society for Newspaper Design and one of the top 10 newspapers in the country by the Columbia Journalism Review.

In 2005, the paper decided to upgrade its single copy delivery reporting system—to improve business processes and be in line with its innovative and contemporary image.

Before Synchronex: Inflexible Paper System Required Dual Entry

Single Copy contractors at *San Jose Mercury News* used paper manifests to record deliveries, adjustments and returns. Back at the distribution center, the contractors entered information from the manifests onto "bubble" paper that was then fed into a scanner and read by the paper's circulation system.

Our method of data collection was entirely antiquated," said Bruce Emsley, *San Jose Mercury News* single copy director. "It was an inflexible system that required dual entry of data—meaning twice the opportunity for mistakes and twice the time before field sales data was available for management to review."

Single Copy Edition: Streamlined Data Collection

Contractors now electronically enter all adjustments and returns for each location into rugged, hand-held Aceeca PDAs chosen for their proven durability and long battery life—ideal for field personnel.

These same contractors synchronize and upload data on a daily basis directly from the Aceeca handhelds into the paper's DSI circulation system.

By employing Single Copy Edition and equipping contractors with affordable new handheld computers, *San Jose Mercury News* now can quickly and easily access realistic snapshots of sales data on demand.

After Synchronex: More Informed Distribution Decisions

With more accurate and timelier sales data, *San Jose Mercury News* is able to analyze sales results earlier in the sales cycle and make more informed distribution decisions in less time.

"It's a much more flexible system," stated Mr. Emsley. "Once the data is synchronized with distribution, reports are available immediately and we can analyze sales and share data easily via the web."

"With Synchronex, delivery numbers only need to be entered once, so accuracy is improved. And its integration with our DSI circulation system means we get updated figures on a daily basis—so our business decisions are more accurately and more immediately informed."

Bruce Emsley
Single Copy Director
**San Jose
Mercury News**