



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

## The Newspaper Agency Corporation

The Newspaper Agency Corporation (NAC) was formed in 1952 to merge the advertising, printing, circulation and business functions of two Salt Lake newspapers: ***The Salt Lake Tribune*** and ***Deseret Morning News***.

More than 120 years after it was formed, *The Salt Lake Tribune* is known for "solution" stories—accounts that demonstrate people solving problems in their community through cooperation, intelligence and diligence. First published in 1850, *Deseret Morning News* is a colorful paper offering in-depth coverage of the communities that make up the Salt Lake market.

### **Before Synchronex: Re-delivery Process Was Becoming Problematic**

A time-consuming process of dispatching district managers to deliver missed deliveries or damaged papers caused NAC to contact Synchronex. "We realized how much time the process was taking from our district managers," says Steve Gunn, Customer Service Manager for NAC, "And we wanted that time re-claimed and allocated for other more profitable tasks."

So, instead of paging managers when a paper was reported missing, the paper elected to utilize Synchronex's Dispatch Edition with data-equipped mobile phones and the wireless Internet.

### **Dispatch Edition: Provides Automated, Wireless Dispatching**

When the paper built a new facility in West Valley City, they decided they no longer needed a dispatch office—so in addition to eliminating positions, Dispatch Edition saved the paper operational space and expense. With the new solution in place, NAC streamlined the process of contacting managers about missed deliveries papers. Gone are the days of paging and several manual touch points before notification occurred. With Dispatch Edition, managers not only receive electronic data in the field, but instant, time-stamped verification is relayed back when a message is received by a driver and real-time schedule changes can be made over the web.

### **After Synchronex: Decreased Headcount and Increased Efficiency**

With one device, managers can handle all voice communication and access additional account data when needed. Since the solution integrates with NAC's circulation system, managers are able to view a Web interface to verify re-deliveries are being made quickly and accurately.

"Our initial return on investment took 11 only months," says Gunn. "And in less than three years since implementation, we've realized our projected cost savings, severely decreased operational expenses by closing our dispatch office, and reduced headcount by 3.1 full-time positions."

**"Our initial return on investment took only 11 months... reducing headcount by 3.1 FT positions. Dispatch Edition enabled us to effectively close our dispatch office, since those functions are no longer needed."**

Steve Gunn  
Customer Service  
Manager  
***The Newspaper  
Agency Corporation***

[www.synchronex.com](http://www.synchronex.com)