



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

## The Wichita Eagle

### *The Wichita Eagle*

#### **Before Synchronex: Sellouts Causing Concern**

Distributors at *The Wichita Eagle* used to use paper manifests to record adjustments and returns. Back at the distribution center, other personnel would key in field data to the circulation system before sales data was available for review. The paper-based method of capturing data in the field posed a problem for management: reporting latency.

"Having to wait several days before knowing what was happening in the field was an issue," said Charlie Davis, *The Wichita Eagle* single copy sales manager. "If you're selling out at a location, you want to start delivering more papers there quickly to make more sales."

#### **Single Copy Edition: A Way to Reduce Reporting Latency**

*The Wichita Eagle* uses Synchronex to supplement their AMC circulation system. Location information, draw and basic route organization data is automatically downloaded from AMC to Synchronex on a daily basis. Synchronex makes this information available to carriers and allows them to enter returns from any web browser.

At the beginning of each week, a finance administrator runs reports and queries to reconcile against other financial statements (dealer receipts, etc) as a final audit of the entered data. Once they have signed off, the new data from the cache is bundled up and transmitted back to the circulation system, completing the cycle. In this way, *The Wichita Eagle* ensures they are providing accurate invoices to carriers and dealers while, at the same time, providing time-critical reporting information for management.

#### **After Synchronex: Improved Draw Management**

With Single Copy Edition, reports of net sales and sellouts can be run to examine the state of the paper's single copy operation. Frequent sellouts can be noted immediately instead of waiting several days for reports to be generated. Discrepancies can be identified and corrected earlier in the process than ever before. Additionally, *The Wichita Eagle* utilizes the solution's optional forecasting module to predict the precise number of newspapers to drop at each of their roughly 1700 delivery locations.



**"We wanted to collect data in the field and improve draw management. Single Copy Edition helped us lower rack and dealer sellouts by 11%."**

Charlie Davis  
Single Copy  
Manager  
*The Wichita Eagle*