



Pre-press controller, Susan Mears, has gained more production control

Streamlining media file trafficking

Wyndeham Press Group have adopted Vio's TrackSend. Benefits include better control over digital media file distribution

THE WYNDEHAM HERON web offset plant in Maldon Essex is the first of eight sites to benefit from an enterprise implementation of the TrackSend supply chain. This site alone prints around fifty titles each week and has Reveal, Autocar, Printweek, PR Week, Time, Harper's Bazaar and What Car? on the press schedule.

Digital media files containing final versions of editorial content and adverts can flood in from multiple publishers in a small time frame and are then re-distributed internally for press set-up. With channel bandwidth max-out incidents becoming more frequent, it became clear a workflow review was called for.

Pre-press controller, Susan Mears manages the heady file trafficking operation at the Heron site and acknowledged that since TrackSend went live, she has gained much more production control.

Susan said: "Take companies like Haymarket. Their Hammersmith office

send editorial files, while their Teddington office feed us ads. Both offices now have real-time access to the Haymarket production folder in TrackSend. We can all see what's been sent, when it was sent and who by. These client-specific workgroups also make it easier for freelancers to work remotely if the publisher wants that. Having easy access to final print files also allows publishers to swiftly forward them to other suppliers such as their e-zine producers, so that can reduce their repro handling charges."

Pre-Press Manager, Sean Coughlan, recalled: "Until TrackSend there wasn't really a central point for co-ordinating file receipt, or for trafficking across internal operations. We wasted so much time locating files. They come in via FTP, email, you name it. We'd download the files, then re-load them to send to internal locations. But that's all automated now, plus our bandwidth has been freed up, as we now plug into Vio's file storage cloud and only download

Profit Centre

- Centralised production control
- Increased productivity
- Automated distribution
- Reduced costs

files that are specific to an immediate site requirement."

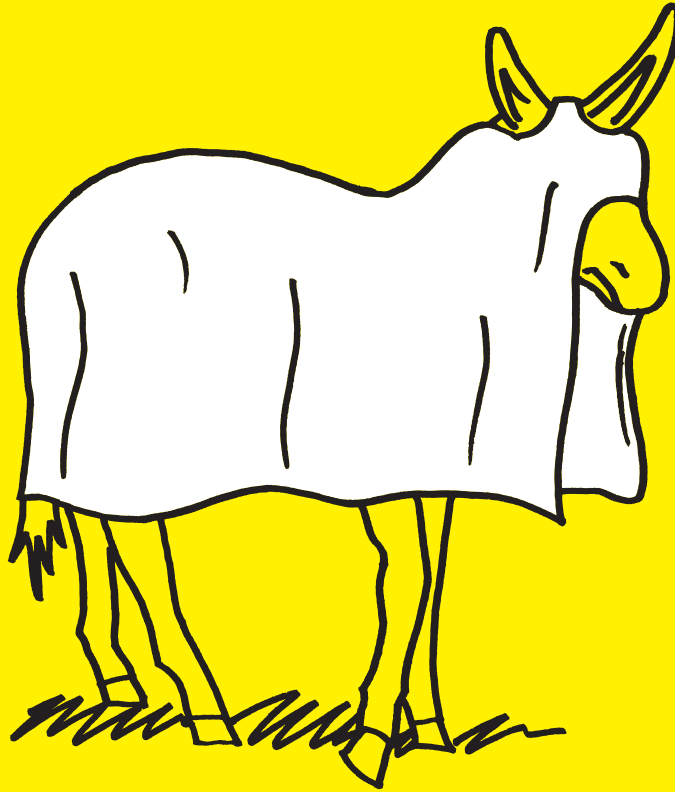
With Vio's history in implementing digital supply chains on Wyndeham sites, Vio's European sales director, Gavin Page, commented: "Their potential was never really fully realised. The commercial climate had changed and the bandwidth issue showed there was a clear need to review. Our engineers know print, so were able to work closely with Barry, Sean and their teams and really get under the bonnet."

Wyndeham Group technical director, Barry Fitzpatrick, seems pleased with the strategic control he's gained: "The Grange sheet-fed site can handle heavy laminated covers, while Heron is geared for medium to long run text sections. Through TrackSend, we now centrally receive all the job components and store them in the Vio cloud. The background automation sets up a job ticket number, but will allow, say, the cover files to be patched over to the Grange site in West Sussex, while the page files can be sent to Heron in Essex, yet all remain under the same job tracking reference.

"In terms of scale, we're handling around between 35,000 and 50,000 PDFs a month which typically mops up around 200GB of bandwidth. The Vio servers now handle the bulk of that. It's covered by the Service Level Agreement and it's our insurance for disaster recovery."

Sean's now planning for imminent roll-outs: "Soon we'll be live with auto-email 'file status' alerts. We're also migrating all our FTP traffic to TrackSend. Whatever channel the customer uses, their inbound files will land in a TrackSend managed workgroup, so we can continue to fine-tune our production and provide an even better client service."

www.vio.com



Cover your ass with TrackSend managed file delivery.

Let's face it, most of the time, FTP and email gets your digital files to their chosen destination without mishap. But when things *do* go wrong, it can cost you dearly. Missed deadlines, security issues, data storage problems, poor customer experiences and non-existent technical support.

The complete lack of end-to-end visibility of your file deliveries costs real money.

There is a better way to do business, automate workflows and keep track of your data assets.

TrackSend, from Vio, gives you the simplicity of email but with complete security, data routing, tracking and 24x7 support. Used by some of the biggest names in our industry for more than 10 years, quietly and confidently, night and day. The ultimate SaaS managed file transfer service.

**For more information and a trial run please call our sales team on 020 7427 2150,
email uksales@vio.com or visit www.tracksend.com**

INDEPENDENT MAGAZINE PUBLISHER | MAKING MAGAZINES MAKE MONEY

MAGAZINE

Print and digital unite

INDEPENDENT MAGAZINE PUBLISHER

Inside



PUBLISHING EXPO 2010
New products, services,
seminars and more



COLOUR OF MONEY
Use colour to draw
readers into your pages



PROFIT FROM DIGITAL
New ways to squeeze
cash from your e-mags



LISTEN MORE, SELL MORE
Listen to your advertisers
more often

January/February 2010