

## Solutions for People

At alfamedia we always focus intensively on efficiency in operation. Nowhere is this more visible than in our solutions for planning and managing production.

We have helped our customers in the media industry reach their goals for more than two decades.

# Production Suite

**Complete page and publication planning tools**

**Linking in all the workflows**

**Tracking production progress and issues**

## Planning All Aspects

- Media companies dealing with print work iteratively towards publishing the right selection of pages balancing editorial and ads.
- It starts with planning, but when changes appear the plan must be reworked. ProductionSuite is ideal for this approach.
- Editorial and advertising live in symbiosis. ProductionSuite balances all this and gives a complete overview.

## Efficiency In Planning

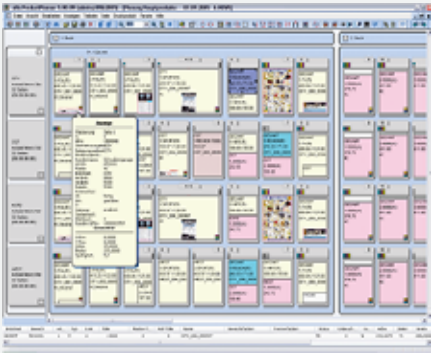
- ProductPlanner is for interactive manipulation of publication plans. It enables the skilled user to quickly try out different scenarios and see the consequences.
- Being able to try out different mixes of production parameters is vital for achieving the most efficient production and printing of a publication.

## Linking Up The Operation

- A plan is transmitted to editorial and advertisement influencing their work.
- If the new plan represents a change, already placed ads and articles are automatically repositioned or flagged if human intervention is necessary.



## The complete page plan



## Showing all details



## Going to press



### >> ProductPlanner

The product planning tool ProductPlanner combines a host of functions typically found in individual stand-alone packages. It offers an optimal integration of information and applications that are directly involved in the production of printed publications: The editorial system, the advertisement system, the advertisement composition system as well as the tracking system.

- The planning takes place quickly and efficiently on the basis of templates and information about the quantities of different component classes.
- Advertisements sold to a fixed position are positioned directly.
- The amount of booked advertisements sorted by categories can be queried at any time, and can be compared to the available space.
- Partial pages for classifieds and other elements can be referred to in as many news-paper editions as desired, and can be placed on different pages and positions in each edition.
- ProductPlanner detects color conflicts, as soon as the imposition layout has been determined. The test takes place as soon as advertisements with fixed positions are placed.
- On the basis of the available data the system issues an outline of the production schedule, i.e. the availability of the individual print presses, the start time and duration of printing.
- Interfaces for press control stations are also available to be used with for example MAN Roland, EAE and ABB.
- An integrated, continuous digital production from pre-press to the press requires comprehensive production planning and monitoring. Product-Planner is the management system for all the systems that are involved in the production.

### >> ProductTracker

Modern production process of printed publications requires constant monitoring to stay in optimal shape. ProductTracker displays the present production status of individual elements, pages, partial pages, releases etc. either in tables or in graphical representation. The information is controlled through different status types.

- Status is available at any time. Product Tracker always has access to the current production status from all applications, starting at the planning stage until the final release.
- The Product Tracker user interface can be customized to the individual client and user.
- Information is displayed on a production dashboard graphically or in tables. Apart from the general production status, information on all individual elements (articles or advertisements) can be accessed.
- Each page (or partial page) contains information, such as page number, assignment of colors on the page, production times, information on whether the planned production times were adhered to and much more.
- Based on the plan, progress is tracked and alerts are issued, if some components are falling behind schedule.