

Lippischer Zeitungsverlag Giesdorf installs ppi Media's jobreport

Statistical database used to optimize processes

Improved newspaper production based on operative data: this was the objective of the Lippischer Zeitungsverlag Giesdorf when it commissioned ppi Media, a subsidiary of manroland AG, to install jobreport, its reporting and analysis system.

After production is finished, the ppi statistics system collects the operative data from the publishing modules PlanPag (production planning) and AdPag (classified pagination) used at the Detmold location and stores them in a database on a long-term basis. Queries for collecting long-, medium- or short-term production data as well as data on the utilization of the systems can be carried out in either a standardized or individually defined manner. Automatically generated reports can, for example, be visualized as diagrams or tables using SAP BusinessObjects.

“Strategical decisions must stand the test of time. To this end, a detailed evaluation of our production data is extremely important. jobreport enables the secure and lasting evaluation of the most significant key data for controlling purposes and to support decision-making, even over a period of many years,” said Ralf Büschemann, Advertising Manager at the Lippischer Zeitungsverlag. By replacing the daily manual evaluation of the ads, advertorials and text elements in the newspaper, the publisher will be able to deploy more staff for sales-oriented projects.

Caption:

Lippischer Zeitungsverlag Giesdorf commissioned ppi Media to install jobreport, its reporting and analysis system to improve newspaper production. | © Lippischer Zeitungsverlag Giesdorf, Detmold.

manroland AG is the world's second largest printing systems manufacturer and the world's market leader in web offset. manroland employs almost 8,700 people and has annual sales of some Euro 1.7 billion with an export share of 80%. Web fed and sheetfed presses provide solutions for publishing, commercial, and packaging printing.

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Photos can be downloaded from www.manroland.com in the category **Press**.

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