

Sierra Sun | Tahoe Daily Tribune
Tahoe.com | The Union

Eagle Valley Enterprise
Glenwood Springs Post Independent
Grand Junction Free Press
Greeley Tribune | Snowmass Sun
Sky-Hi News | Summit Daily News
The Aspen Times | The Citizen Telegram
Vail Daily | Windsor Now | NOCOpages.com

The News-Review | Oregon Real Estate Guides

The Fence Post

**Lahontan Valley News | Nevada Appeal
North Lake Tahoe Bonanza
Northern Nevada Business Weekly
The Record-Courier**

Farmer & Rancher Exchange Tri-State Livestock News

Countryside & Small Stock Journal
Backyard Poultry Magazine
Dairy Goat Journal | sheep! Magazine



*Small family owned,
distributed media company
across the Western US*



Did it pay off?

In 2010 Swift choose to abandon premise based application solutions for an Enterprise Cloud based CMS, Advertising, Web platform and Circulation system solution.

Did we achieve our business Goals?

Business Goals?

Green = successful

Orange = work in progress

Red = significant work to be done

- ❖ Shift production resources to customer value creating resources (news and sales)
- ❖ Improve software utilization and keeping tools current
- ❖ Improve Consumer (audience) and Customer (Advertiser) value/satisfaction
- ❖ Channel agnostic for content consumption
- ❖ Reduce Capital investments that are favorable offset to ongoing increased subscription costs
- ❖ Improve staff effectiveness/productivity with common platforms and workflows
- ❖ Flexible workforce – location agnostic
- ❖ Decision making faster and more effective with common dashboards

Cloud Based

Hypothesis:
Reduce resources,
networks and keeps
tools current

* *Actual results:*

- Improved mobility
- Reduced infrastructure complexity and cost
 - Reduced 5 newsroom servers
 - Redirected newsroom resources to content production
 - Reduced many local support servers
 - Reduced dependency on WAN lines

* Current Adobe CS software releases

* Organized font management

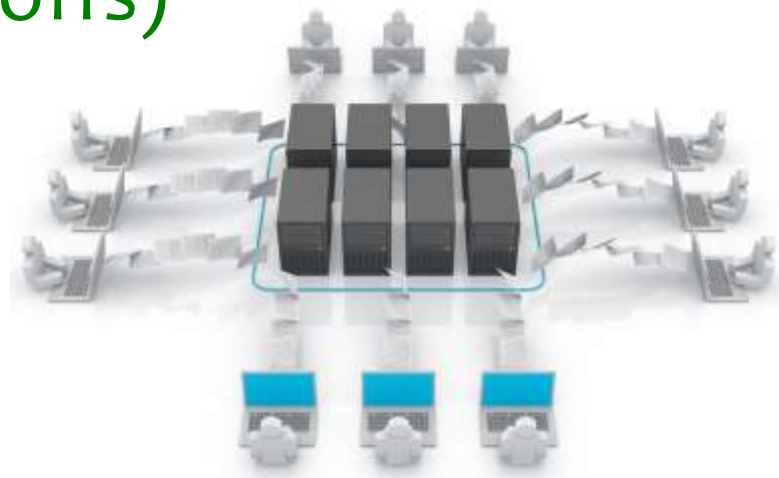


Unified System

Hypothesis:
Common
platform for
Content,
Advertising
and Circulation

* *Actual results:*

- Consolidated data
- Standardize workflows
- Improve efficiency
- Reduced interfaces (handoffs)



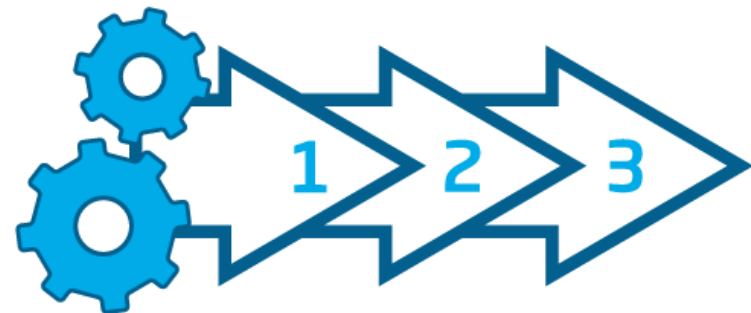
Standard Processes

Hypothesis:
Common workflow processes
across organization promotes
standardization increases
efficiency

* *Actual results:*

Company-wide standardized workflows:

- Ad production
- Editorial layout
- Content creation and management
- Web site management
- Web posting
- Centralized finance department
- Circulation reporting
- Web analytics reporting



Content Delivery

Hypothesis:
Seamless
integration between
print, web, tablet
and mobile

** Actual results:*

- Standardized web platform
- Direct reporter web posting
- html 5 web, tablet and mobile pages
- Content sharing between sites



Distributed Workforce

Hypothesis:

One database allowing access and workflow beyond physical locations along with future of SSO (single sign on)

** Actual results:*

- Working from home due to weather, illness or telecommuting
- Shared resources utilizing pockets of efficiency and reduced cost across the company
- Single sign on didn't materialize on staff log on



Sharing

Hypothesis:
Opens up sharing and
resource utilization

** Actual results:*

- Shared ad production resources
- Shared editorial layout resources
- Shared advertising & marketing support
- Shared circulation best practices
- Shared finance resources



Membership

Hypothesis:
Develop membership
rewards for our
subscriber based
options

* *Actual results:*

- Combo print/online subscription options
- Reduced price on hosted community events
- Rewarded subscribers with value add on classified ads



Self Serve

Hypothesis:
Advertising navigates
effectively from *Full
Service* to a full set of
Self Service features

** Actual results:*

- Classified online sales (web order entry)
- Online tear sheets reduced print and labor costs
- Online retail ad proofing tools
- Full retail self service challenging to implement



Revenue

Hypothesis:
Revenue producing
solutions, best practices
more easily shared and
implemented

** Actual results:*

Best practices more easily implemented:

- Sales management
- Accounting and finance processes
- Revenue opportunities
- Rating growth



Measure

Hypothesis:

Moves to more effective process to measurement Customer Satisfaction (ACSI) American Satisfaction Index across a distributed enterprise

** Actual results:*

- Readership surveys
- Advertising customer surveys
- Circulation complaint reporting
- Advertising quality/billing error reporting



Decision Making & Planning

Hypothesis:
Common metrics
for tactical and
strategic planning

* *Actual results:*

- Improved revenue budgeting
- **Improved revenue forecasting**
- Improved year-end results processing
- Improved readership planning



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- ❖ Improve Consumer (audience) and Customer (Advertiser) value/satisfaction
- ❖ Channel agnostic for content consumption
- ❖ Reduce Capital investments compared to increased subscription costs
- ❖ Improve staff productivity with common platforms and workflows
- ❖ Flexible workforce – location agnostic
- ❖ Decision making faster and more effective with common dashboards

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