

An IMSCAN Case Study

# Newsquest Media Group

**The Newsquest Media Group, a wholly-owned subsidiary of US based Gannett Inc., is the largest regional publisher in England and Wales and the second largest in the UK.**

Two of its leading titles are the Lancashire Evening Telegraph and the Bolton Evening News and it is these publications that were the first within the group to use the IMSCAN document management system within their credit control departments.

## The Challenge

Pauline Salter, Newsquest's Regional Account Manager in Lancashire, was instrumental in getting document management into her region's credit control departments. "We have advertisers ranging from Blue Chip companies that use big advertising agencies to Mr Smith selling his 1982 Ford Cortina and, ironically, we have to treat them all in much the same way. They each get an invoice that has to be paid on time. And with the popular daily titles we produce this means anything up to 10,000 invoices per month. This used to mean a lot of paperwork, a lot of filing cabinets and a lot of wasted time looking for the documents we needed."

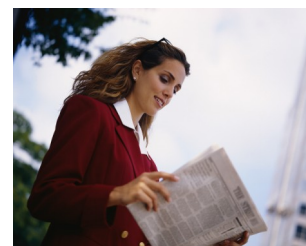
Salter continues, "The week and month end reports generate literally mountains of paperwork that need to be kept for seven years for accounting purposes. It got to a stage where every available space is filled with some kind of paper storage system. Also at that time, we were still transferring invoices onto Microfiche and using this to retrieve documents. This caused us a number of problems including the cost of maintaining the retrieval machines, the poor quality of the output and even the sickness caused by staring at moving Microfiche images for long periods of time."

It was at this time that Pauline decided to look into the possibilities of implementing document management software. "A system was initially installed at the Cheshire office where I then worked. Unfortunately, this system proved too unreliable and cumbersome to be of any practical use. By the time I moved to the Blackburn office IMSCAN had contacted our financial director and I decided to look at this company and its products in more detail to see if it would deliver the right solution for Newsquest."

## Ease-of-use A Priority

"From our experience with the previous system, I knew that the highest priority was to have a system that was easy to use. While our operators are PC aware, they are not technical wizards, and they need an application that helps them to do the job at hand in a straightforward and logical manner. Computers are, after all, supposed to make jobs easier!" says Pauline.

IMSCAN must have fit the bill because Newsquest lost little time installing the software in their Cheshire, Bradford and Lancashire offices, covering Blackburn and Bolton. With this solution there is no scanner. All documents – invoices, statements, reports – are fed into IMSCAN directly from Newsquest's internal business applications. These



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Regional Accounts Manager,  
Newsquest

documents are then available for immediate access by operators.

"IMSCAN really impressed me with its overall ease-of-use. It is a very useable application and yet has the power to handle many thousands of documents and the functionality to do something useful with them. Our credit control team now each have IMSCAN on their desktop PCs and are using it to access invoices and statements whilst talking to customers. This in itself saves huge amounts of time and means that queries can be resolved instantly."

Newsquest has also found some unexpected cost savings through using IMSCAN. "Some customers require a receipt of payment and some don't. However, the only way we had of handling this was to send a receipt to all customers. Using IMSCAN we can now hold receipts on the system and if a customer requests one we can simply print it out and send it. This has saved us a fortune in postage and time," says Salter.

#### System Expansion

IMSCAN is now installed at two further Newsquest sites in Cheshire and Pauline Salter has plans for further improvements to the system. "We are definitely looking towards implementing the additional capabilities of IMSCAN whereby we can forward documents on to customers via email or fax. We are implementing the system in Circulation and it is used to archive our supply lists to newsagents, which is an audit requirement. Even further in the future, when our readers and libraries and so on are ready for it, we will even be looking to archive our newspapers electronically using IMSCAN."

Newsquest has certainly gained considerable benefit from using document management – and not a scanner in sight. Pauline concludes, "I think we chose an excellent document management system from an excellent company. IMSCAN has been very responsive to our needs, even though there have been very few problems. IMSCAN has significantly increased the efficiency of our credit control department and we are looking forward to gaining similar benefits in other areas of the business."

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Regional Accounts Manager,  
Newsquest

#### Find Out More

Discover why some of the UK's most successful businesses are using IMSCAN to help their organizations operate more efficiently and gain a real competitive advantage.

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