

Motorola eCare

Newspaper Solutions



TECHNICAL CASE STUDY

INDUSTRY/MARKET

Newspapers

THE ENVIRONMENT

A specialized service and support organization with customers (daily newspapers) located across the country, often in small towns

THE CHALLENGE

To meet customers' dual need for fast and cost-effective problem resolution, since failure to publish even one edition translates into significant revenue loss

THE SOLUTION

NewsCare, the company's remote support service based on Motorola eCare, allows a small team to securely service and support customers located anywhere, without the time and expense of lengthy travel.

THE BENEFITS

With NewsCare, Newspaper Solutions can deploy and support its offerings at dramatically lower costs, saving customers up to 80 percent in costs compared to conventional in-person support calls.

Newspaper Solutions Helps Small Newspapers Deliver the News with Motorola, Inc.'s eCare

To paraphrase Mark Twain, reports of the death of the American newspaper have been greatly exaggerated. Across the country, small- and medium-sized dailies continue to thrive, often with the help of Newspaper Solutions, a service and support organization dedicated solely to helping these organizations produce newspapers better, faster, and cheaper. Newspaper Solutions was founded by former newspaper professionals with a keen understanding of the market's business and technology needs. The company offers a wide array of products and services, ranging from pre-press consultation, to newspaper-specific Adobe Photoshop training, to imagesetter repairs. Newspaper Solutions relies on eCare to remotely support the sophisticated software and systems it sells.

"Our customers are concerned with two issues: getting their support needs resolved immediately, and at a reasonable cost," says Ron Musgrave, president of Newspaper Solutions. "We're expected to service customers immediately, because if there's a technical problem, more often than not it means that production has stopped — which means revenues come to a halt, too."

“With eCare we were able to deliver problem resolution for 80 percent less cost. Being able to offer cost savings to our customers that are so significant, and so quantifiable, is a major competitive advantage for Newspaper Solutions.”

Ron Musgrave
President and founder of Newspaper Solutions

NewsCare: Assuring Delivery of the Daily News

Musgrave, who worked in the newspaper industry for 36 years before starting Newspaper Solutions, has been involved in the industry’s technology revolution since the late 1980s, when traditional cold type was replaced with electronic pre-press and electronic imaging. This large-scale transition was a boom for technology companies and service providers.

Today, competition from the Internet and economic changes have put pressure on the newspaper industry and companies like Musgrave’s that serve it. He articulates, “It is extremely important to be competitive. There are not many dealers servicing the industry, so to stand out we needed something unique.” Musgrave believes that NewsCare, Newspaper Solutions’ branded remote support service based on eCare, “is one of the company’s most powerful competitive differentiators.

“I have always believed in the concept of remote support for our industry,” he continues. “But there was never quite the right product until eCare. I’ve waited for this product for years.”

Motorola eCare Uniquely Meets Stringent Requirements

Musgrave says that in creating NewsCare his business had four requirements, which only eCare fulfilled:

- **Security:** Musgrave was always concerned about customer comfort levels with remote support. eCare addresses this issue by requiring the customer to initiate any support session, which is conducted over a secure connection. The customer can terminate the session at any time.
- **Speed:** Newspaper Solutions considered other remote support products, including one offered by a major supplier of online conferencing services. It was simply too slow, Musgrave says, and would not meet his customers’ needs for fast support problem resolution. “eCare offers extremely fast screen replication, while the conferencing company’s product did not,” he says.
- **Full-featured:** Motorola offers excellent support for Macs — which dominate the world of newspaper publishing — and a host of other technical features that make it the superior choice.
- **Low cost:** Musgrave’s fourth requirement pertained not only to the cost of the software itself but the price of NewsCare, as well. “My customers don’t often have equipment problems, but when they do, they need them repaired. They can have access to NewsCare on a per-incident basis or through an ongoing support contract, both of which are much less expensive than an on-site visit.”

Significant Savings in Travel Time and Costs

Although centrally located in Indianapolis, Indiana, it can easily take a day for Newspaper Solutions to reach a customer and perform on-site support. “And since we primarily work with daily newspapers, if we can’t be there until tomorrow, it’s too late.”

Not to mention too expensive. Musgrave recalls a recent support case that was solved using NewsCare. The newspaper is located in Mississippi. Via NewsCare, Newspaper Services had remotely installed and configured their system. When the customer ran into difficulty, Musgrave and his service manager, Steve Peterka, again turned to NewsCare and resolved the problem. An on-site visit was not even considered.

Musgrave does the math: “From door to door, it was 797 miles to the customer, which meant either a long drive or an expensive plane ticket, and at least two nights on the road. An on-site visit would have been prohibitively expensive, consisting mostly of travel costs and time. With eCare we were able to deliver the same problem resolution for 80 percent less cost — a tremendous savings. Being able to offer cost savings that are so significant, and so quantifiable to our customers, is a major competitive advantage for Newspaper Solutions.”

About Newspaper Solutions

Newspaper Solutions, a division of AO, Inc., is a service and support organization dedicated solely to small and mid-size newspapers. Newspaper Solutions helps newspapers publish better, faster, and cheaper by offering a wide array of products and services ranging from pre-press consultation to newspaper-specific training, to imagesetter repairs. Newspaper Solutions is headquartered in Indianapolis, Indiana.

“Ron Musgrave, president and founder of Newspaper Solutions, says, “It is extremely important to be competitive. There are not many dealers servicing the industry, so to stand out we needed something unique. NewsCare is one of the company’s most powerful competitive differentiators.”



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