

Media group Südostschweiz bets on QPS Classic 3

Südostschweiz, one of Switzerland's leading publishing firms, produces a variety of daily and weekly periodicals for radio stations, TV channels, and online publications — daily activities that place high demands on its content management system. The company has recently switched to the third version of Quark Publishing System® (QPS®) Classic.

“Quark’s solution proved to be an extremely stable and efficient system that is very user-friendly and requires little training,” explained Toni Thoma, head of prepress at Südostschweiz Presse AG, justifying the company’s choice of editing systems. The media group is one of Switzerland’s leading publishing firms. With close to 1,000 employees in Chur, Arosa, Bonaduz, Disentis, Maienfeld, Samedan Ilanz Glarus, Uznach, Rapperswil, and Schlieren, the group generates approximately CHF 15 million yearly and publishes some 62 million daily papers each year such as Die Südostschweiz, Bündner Tagblatt, and La Quotidiana.

The Swiss media group has used Quark Publishing System Classic for 10 years. It migrated to QPS Classic 3 to coincide with its update to Mac OS® X. “Our evaluation team studied various solutions before upgrading to QPS Classic 3,” recounts Thoma. QPS Classic 3 turned out to represent the best continuation in the firm’s technical development because the Swiss needed a guarantee that their carefully optimized workflow would not be disrupted. QPS Classic did not require much support investment either, a decisive criterion for the Swiss publishing group: while QuarkDispatch® server resembles a database-based solution with its extensive search and workflow functions, it is a file-based system that can be implemented and maintained with little IT know-how.

Südostschweiz is introducing QPS Classic 3 little by little in all of its editorial offices. “For production reasons, we can’t convert all our offices at once,” explains Thoma. The transition phase will last close to a month. “It actually only takes two to three days to migrate to QPS Classic 3,” adds Thoma. The employees will not require any training. “Our editorial staff had to be trained in Mac OS X, but QPS Classic 3 is self-explanatory,” says Thoma. “Knowledge of QuarkXPress® (QPS Classic’s layout module) is a prerequisite these days,” he adds, “which makes it easier for the publisher to hire new employees.”

With 105 QuarkCopyDesk® licenses, 110 QuarkXPress licenses, and two QuarkDispatch servers, the Swiss media group has found a solution for its 12 newspaper and magazine offices that is user-friendly and duplicates the editorial workflow in an efficient way, regardless of whether the text determines the layout or vice versa. The Obersee Nachrichten, for instance, uses a specific layout as a starting point. “The layout expert simply pulls up the geometric designs in QuarkXPress and assigns each portion to a copy editor,” explains Yvonne Landolt, a graphic artist for Südostschweiz. All the copy editors have to do is enter their text into the layout provided

using QuarkCopyDesk, a streamlined version of QuarkXPress that allows them to work in layout view without modifying the geometry of the page.

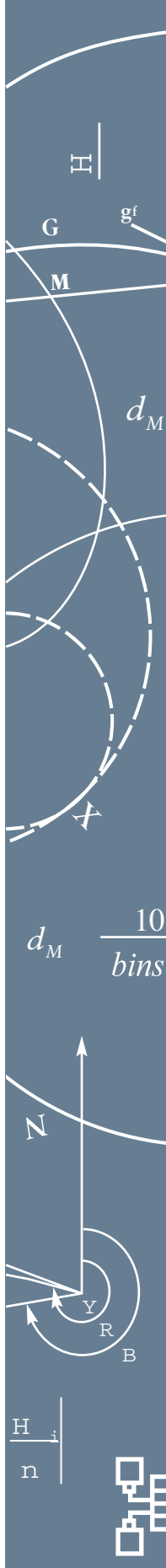


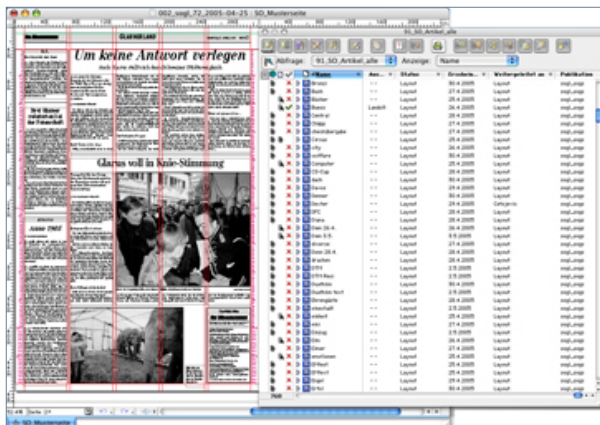
Copy editors enter text in QuarkCopyDesk. They have various style and layout tools at their disposal to prepare their articles for the graphic design phase.

The staff at Südostschweiz work differently: the copy editors work directly in QuarkXPress, formatting text using predefined style sheets and making up the pages themselves. The layout team processes the graphics and puts the finishing touches on the typography. “This way, several people can work on the same article at the same time,” explains Yvonne Landolt, who adds that the work cycles have become much more efficient since the group implemented QPS Classic.

QPS Classic includes QuarkDispatch server, where a smooth, status-based workflow can be constructed: each relevant work element is assigned its own status definition, which displays in its own color. “In our workflow, for instance, we distinguish between editing, layout, proofing and deletion,” explains Rolf Hösli, executive producer of the regional office of Südostschweiz in Glarus. Once the copy editor has entered text, he or she sets its status to “Layout” and the system sends it on automatically to the graphic artist in charge. QPS also allows digital notes and instructions (annotations) to be appended to an article.

Each employee of the media group is also granted specific access and editing rights, which can be coupled with their individual log on or with the status of the article in question. For instance, once a copy editor has set the status of a text to “Layout,” he or she can no longer modify it. This helps determine clear limits for rights and responsibilities at each stage of production.





Employees can use an XTensions module in QuarkXPress and QuarkCopyDesk to check in and check out articles and layouts from QPS Classic. An overview provides information about the status, date of publication, and publication of each article

External staff and traveling employees can log on to the Südostschweiz system through a Virtual Private Network (VPN). “We can thus integrate our correspondents working in the Parliament in Bern, as well as the employees of various regional newspapers,” explains Thoma.

QuarkDispatch server can also manage and update production data easily and consistently. Employees can use add-ons, or XTensions®, to access the media management system via QuarkXPress or QuarkCopyDesk to check in or check out text, layouts, tables, graphics, and photos. When checking in elements, the editors can use special windows to assign metadata information to content, thus making it easier to manage; function windows are provided under QuarkXPress and QuarkCopyDesk to search for specific articles, pictures, graphics, and text.

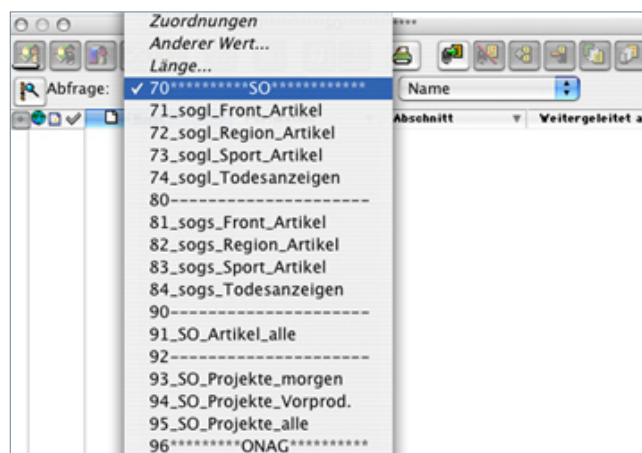
About the media group Südostschweiz

Südostschweiz is one of Switzerland’s leading publishing groups. It counts among its members Südostschweiz Presse AG, the newspaper and publishing firm that publishes such daily and weekly papers as Die Südostschweiz and Bündner Tagblatt. Radio stations such as Radio Grischia and Radio Engiadina, and the TV channel Tele Südostschweiz are produced by Südostschweiz Radio/TV AG. Südostschweiz Print AG is responsible for prepress and print, Südostschweiz Publicitas AG is the joint advertising subsidiary, and Südostschweiz Newmedia AG offers Web solutions and letter shop services. The group employs some 850 employees in its branch offices in Chur, Arosa, Bonaduz, Disentis, Maienfeld, Samedan Ilanz Glarus, Uznach, Rapperswil, and Schlieren, generates yearly sales of approximately CHF 140 million and publishes some 62 million daily newspapers each year.

About QPS Classic

QPS Classic is a Quark® publishing solution that offers an efficient file-based editorial management system. QuarkXPress provides graphic designers with Quark’s well-proven layout application. QuarkCopyDesk is a streamlined version of QuarkXPress that offers copy editors simple text-editing functions. They can work in the traditional manuscript view

or in layout preview mode, where they can enter text without modifying the layout by mistake. QuarkDispatch server works in the background to optimize the data management functions and guarantees a smooth, efficient workflow.



QPS Classic offers easy searches in an up-to-date database; it saves queries and updates them automatically after each issue, allowing the publishing staff to search efficiently and systematically for relevant articles.

About Quark

Quark Inc. (www.quark.com) is a leading developer of tools and technologies for desktop, workgroup, and enterprise publishing. Quark has been providing award-winning software for professional publishers since its flagship product, QuarkXPress, changed the course of traditional publishing. Today, as QuarkXPress is used by more than three million customers around the world, Quark is developing the next generation of tools to let publishers create and manage content flexibly so it can be delivered anywhere at low cost. Founded in 1981, Denver-based Quark Inc. is privately held.

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