

## Advance Local integrates 180 publications using the Digital Assembly Line by ppi Media

**Media group Advance Local, one of the largest media companies in the United States, has made a company-wide switch to a workflow based on the ppi Media solutions PlanPag, OM-ProofStation, and JobEntry. Advance Local was able to move forward considerably with its workflow consolidation by implementing a central solution for their 14 printing locations to plan and produce more than 180 US-publications from one central technology stack.**

Advance Local has been using the planning solution PlanPag and the output management system OM by ppi Media since 2003 in their Michigan print site in Walker, producing papers including the daily paper *The Grand Rapids Press*. The seamless integration of the Digital Assembly Line's various software components and the ease with which the resulting hands-off workflow for the entire production process is handled were among the reasons why the company decided to implement PlanPag, OM, and OM Job Entry for the entire enterprise. The consolidated centralized solution has made the complete US wide management of page and plate production easier. The system has gone live for all 14 company-owned and 3<sup>rd</sup> party printing sites

While the papers are planned with PlanPag, JobEntry is used to plan and integrate advertising material and external printing orders into the production process. The Output Management System OM combines the information from both planning modules to manage a FNFO (First Needed First Out) hands-off workflow for all 14 print sites. All software components for Advance Local were installed using Amazon Web Services to create a central data management hub for all print sites.

"Our successful and ongoing cooperation with ppi Media since 2003 laid the perfect groundwork for the decision to further expand this collaboration. Since all of ppi's software components work together using concepts of the Industry 4.0 Initiative, our entire workflow now offers incredibly quick response time when it comes to last minute changes or adjustments. In addition, the fact that all data is managed centrally offers complete synchronization of all production components involved. Thanks to the ppi Media workflow we were able to increase production efficiency. For us, the ppi Media system compares to none when it comes to being a true end-to-end workflow," says Matt Fleming, Enterprise Director of Creative Production and Prepress at Advance Local.

### About ppi Media

*ppi Media develops highly efficient solutions and services for media companies. The owner-managed software house was founded in 1984 and has since become the leading workflow specialist for automated newspaper production. 80% of all daily newspapers on the German market are produced using products developed by ppi Media. Media companies in Europe, Asia, Africa and the US use the company's solutions in their daily work for the planning, production and editorial workflows of digital and print*

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