



FILEMARK®



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John Gregory, Data Processing Manager
at The Eagle Tribune.

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The Eagle Tribune takes off with SMARTi™

The Lawrence Eagle Tribune is a family-owned, local, daily newspaper. It serves twenty-six communities in Northern Massachusetts and Southern New Hampshire, going to 60,000 homes. All the accounting, advertising, and circulation processing is handled out of their office in North Andover, Massachusetts. Along with *The Eagle Tribune*, three other newspapers are part of *The Eagle Tribune Family- Andover Townsman, Derry News, and The Haverhill Gazette*. Each individual paper has its own Advertising and Circulation departments, while the Accounting department at *The Eagle Tribune* is responsible for all four newspapers. The computer system processes are all handled from the North Andover location.

product and eventually upgraded to SMARTi 2.9. Since SMARTi worked so well and made the Circulation and Advertising departments more efficient, they decided to expand the use of SMARTi to other departments. The Accounting Department uses SMARTi to solve billing issues and to keep track of the 16,000 Pay By Mail customers. All large reports that were printed for archiving have been converted to SMARTi. John Gregory, Data Processing Manager at *The Eagle Tribune* says that, “ SMARTi is very easy to use and is intuitive. Even people not computer literate can use the software - it is a simple point and click motion of the mouse”.



John S. Gregory
Data Processing Manager
The Eagle Tribune

Advertising Invoicing was the first application to be put into SMARTi™. Previously, *The Eagle Tribune* was microfilming the information for the customer service department. Now they can print a single part invoice with a form template version stored in SMARTi. It is a statement type billing, listing the activity for the month. The data is accessed by customer service and sales representatives in order to get account history or solve billing issues. The second department SMARTi was installed in was Circulation. *The Eagle Tribune* wanted to eliminate printing two copies of a 2,000 page Pay-By Mail Carrier Credit report. The first copy was sent to the Carrier, while the second copy was used in the customer service department as a reference for any carrier billing issues. The report updates the carriers on what subscribers have paid by mail and shows the credit that was applied to the billing statement. The philosophy of putting archive reports on SMARTi™ instead of printing was expanded to other weekly and monthly reporting. The Circulation department had annual savings of over \$5,000 in paper stock, while the storage and searching through archive reports became manageable. With the elimination of microfilm and the savings on paper and other supplies, *The Eagle Tribune* was able to eliminate \$13,000 a year in expenses, quickly getting a return on their investment.

The Eagle Tribune expanded SMARTi further in the circulation department. Each year the newspaper gets audited. The accounting firm checks the validity of the newspaper distribution along with the proper procedures for subscriber and carrier deposits and proof of activity. Before SMARTi, the department would spend the day in the “crawl” space going through the archive files to get the appropriate information. With SMARTi, one person could easily query SMARTi and print out the required documents in a matter of a few minutes. Gregory says, “They were happy to get the information for the auditors- it was no trouble at all.” SMARTi is easy to use and support. *The Eagle Tribune* was able to use its existing staff to easily support the users and setup any additional archiving that it needed.

The Eagle Tribune has a six user concurrent license. The business systems run on an IBM AS/400 and links to the network that supports Novell, Unix and NT servers. They use NetSoft as the terminal emulation software in order for the AS/400 to “talk” to the Windows NT based SMARTi.

For more information on Filemark’s suite of solutions visit our website at www.filemark.com or send an email to sales@filemark.com

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