

The Monroe Evening News – First Media Company to Deploy the SAXOTECH Managed Hosted Mediaware Center



“We are very pleased with our decision to implement SAXOTECH’s Managed Hosted Mediaware Center and our partnership with SAXOTECH. This state-of-the-art technology provides us with the tools we need to efficiently deliver quality content to our readers while also allowing us to eliminate large capital investments in hardware.”

Trent Langton, operations director, The Monroe Publishing Company

Business Needs

To stay competitive in today’s environment, publishers are always looking for new ways to be more efficient and to reach their audiences more effectively.

The Monroe Evening News (Monroe, Michigan) was looking to upgrade its existing content management solution. The media company wanted a solid system that would give them continued access to the most advanced technology. They wanted a managed hosted solution that would allow them to optimize their cost of content production and to share information to improve communications and workflow. They were looking for a single solution with the ability to access and use a full production system from anywhere in the world.

Selecting SAXOTECH

As a current SAXOTECH customer, *The Monroe Evening News* was familiar with the benefits and reliability of SAXOTECH’s products. The media company had considered the advantages of upgrading to a hosted editorial solution and decided the additional features provided significant benefits to their organization as well as its readers.

The Monroe Evening News once again selected SAXOTECH to be its provider of choice.

“It is very important for us to have the most advanced publishing tools available, and at the same time, minimize costs, without sacrificing efficiency or quality,” said Stacy Sominski, presentation editor, *The Monroe Evening News*. “That sounds like a lot to ask for, but it’s something we’ve found at SAXOTECH. We are looking forward to continuing to work with SAXOTECH and know we’ve selected a partner that will always be working to develop the latest advancements in our industry.”

Tools Designed for Today’s Media Companies

Utilizing SAXOTECH’s highly scalable cloud environment, the Managed Hosted Mediaware Center provides *The Monroe Evening News* with a complete publishing system as a hosted service.

Designed to support both digital and print channels, SAXOTECH’s Managed Hosted Mediaware Center allows *The Monroe Evening News* to achieve significant efficiencies in all aspects of the production of editorial products through the creation of a fully-integrated newsroom in a managed, hosted environment.

The SAXOTECH Managed Hosted Mediaware Center was created to maximize planning, budgeting, workflow and efficiency in the newsroom, while minimizing costs and effort. The benefits to *The Monroe Evening News* are immediate and company-wide:

- No investment of time or capital needed to configure and maintain new servers
- Stable and secure environment under constant monitoring by trained professionals
- Use of the latest SAXOTECH Mediaware Center software tuned and configured according to established best practices and customized to fit *The Monroe Evening News'* needs

The advanced hosted service is a complete managed platform for 24/7 operation of online business applications and infrastructure. *The Monroe Evening News* realizes faster deployment times, better asset utilization, efficient systems optimization and the ability to refocus resources, keeping costs down to stay competitive.

SAXOTECH has provided a solution with full Web integration, effectively creating a virtual newsroom accessible from anywhere at anytime. Through SAXOTECH's remote access partnership with Ericom, media contributors can collaborate, check assignments, book resources, access materials and monitor development through final layout regardless of their physical location. From a single user interface, its staff members can create, edit and publish content and page designers running either PCs or Macs can leverage the SAXOTECH Mediaware Center's tight integration with Adobe or other third party products.

The Managed Hosted Mediaware Center is monitored and supported by an experienced support team to stay in front of preventable performance issues, minimizing user frustration and downtime. The hosted environment is highly secure and will provide complete redundancy. Additional capacity is always available and automated resource balancing provides continuous monitoring to ensure that all applications are always running at peak performance.

To learn more about the SAXOTECH Mediaware Center, or any other SAXOTECH product solution, visit the corporate Web site at www.saxotech.com.

About SAXOTECH

SAXOTECH helps media companies meet current and future challenges in the media landscape by providing cost efficient solutions for new business models based on multimedia, multi-channel consumer interaction. Our scalable, easy-to-implement solutions are used to plan, create, edit, design and publish content as well as drive online directories and serve display advertising through multiple channels. Our customers receive world-class implementation, training and support complemented by ongoing development of products and best practices. Today, SAXOTECH's solutions are in use by more than 600 news organizations around the world.

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