

## jobreport

### Statistical Evaluation in the ppi Workflow



Knowledge is power – and statistics provide the basis for this. jobreport ensures that you can collect and evaluate operative data from your production processes and use it as an information pool for successful benchmarking. As a reporting and analysis system, jobreport returns exactly the data you require for making long-term strategic decisions. To visualize the data, you can use products from the market leader of e-business intelligence solutions, SAP BusinessObjects. Alternatively, the relevant data is made available to the front-ends of other suppliers via a universal export interface.





### Optimizing processes

Process optimization plays a significant role in entrepreneurial success – especially in the printing industry. More than ever, up-to-date and, above all, reliable production statistics are essential.

A number of questions have to be considered if business and production process management in publishing and printing companies is to be improved, e.g.:

- Which quantities (e.g. number of printing plates) or areas are production costs based on?
- How has the production workflow changed in the short, medium and long term?
- Which workflows can be optimized, e.g. in order to reduce delays or optimize utilization?

### In-depth answers to your questions

Up to now, it was impossible to provide detailed answers to these questions, because the means for doing so were not available. jobreport, ppi's statistics system, is the answer to this. jobreport is the ideal solution for your ppi workflow. It can be used for detailed analysis, comparison and evaluation of previous newspaper productions. All reports are displayed in clear diagrams, tables and other forms of presentation using SAP BusinessObjects reporting and analysis tools. Alternatively, other tools that are supplied with the necessary data via a universal export interface can be used.

### One-stop solution

After production has been completed, jobreport collects the operative data from the different ppi modules (see Fig.) and stores it on a long-term basis

in its own database. The intelligent ppi data processing module serves as an intermediate system between SAP BusinessObjects and the stored production data to allow fast, easy and targeted handling of requests. This solution has been designed to meet the specific requirements of publishers and printers, allowing users to work with their own specialized terminology. Apart from handling standard predefined requests, the program can also generate reports based on individual requests.

A significant advantage of jobreport is its flexible handling. Data from different categories, systems, times and productions can be combined with one another and then customized to meet current requirements. Actual analysis is performed directly in a generated report.

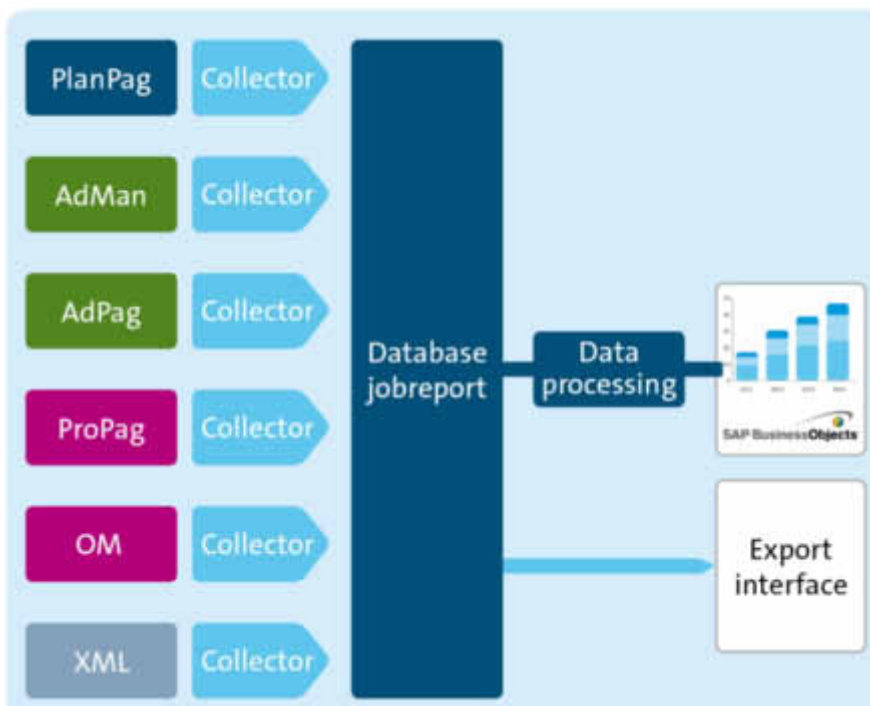
### Extreme flexibility

The text-to-ad ratio is a good example of jobreport's extensive facilities for data analysis: users can specify exactly how they want to define the ad volume; whether analysis should be based on the net area of the ad only or whether it should include fillers, filler ads (in-house ads) or identification as part of the "ads". The proportion of ROP or classified ads can, of course, also be used as a basis for analysis.

Depending on what data a user has defined, jobreport automatically adds up the column inches for a specific edition and defined period of time and then displays the results in the form of a table or unit diagram (Fig. 2).

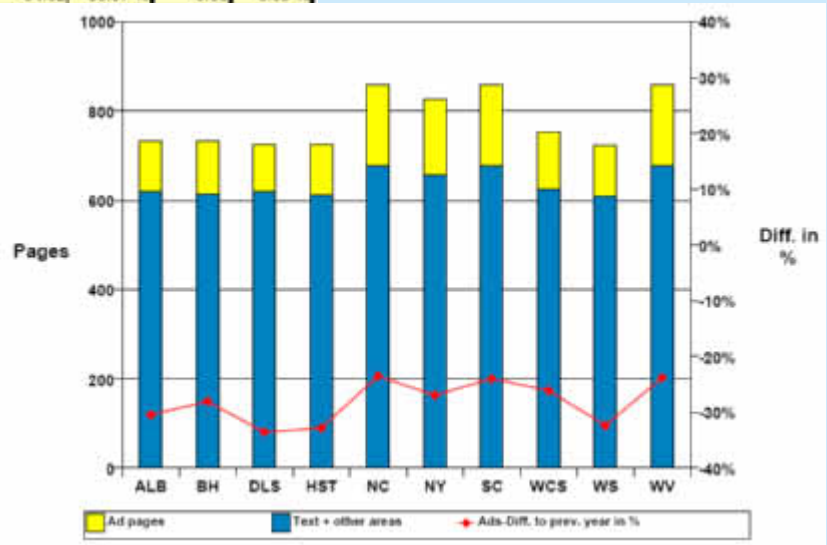
Current data can be entered and recalculated any time and additional data levels – so-called drill-downs – created. This means that different production periods and sales zones can be compared for analyzing the text-to-ad ratio.

System architecture, operating principle and data delivery of jobreport.





Edition	Year	Ads	Text (and remain. areas)	Volume	% of ads	Ads +/- pages	Ads +/-%	Text +/- pages	Text +/-%
ALB	2004	166.71	617.29	784	21.26				
	2005	115.91	618.09	734	15.79	-50.80	-30.47 %	0.80	0.13 %
BH	2004	165.64	610.36	776	21.35				
	2005	119.15	614.85	734	16.23	-46.49	-28.07 %	4.49	0.74 %
DLS	2004	161.83	622.17	784	20.64				
	2005	107.51	618.49	725	14.81	-54.32	-33.57 %	-3.68	-0.59 %
HST	2004	169.42	614.58	784	21.61				
	2005	113.79	612.21	725	15.67				
NC	2004	235.66	694.34	930	25.34				
	2005	180.18	677.82	858	21.00				
NY	2004	229.93	644.07	874	26.31				
	2005	167.96	658.04	826	20.33				
SC	2004	236.91	693.09	930	25.47				
	2005	180.08	677.92	858	20.99				
Sum	2004	1,366.11	4495.89	5862	23.30				
	2005	884.88	4477.42	5462	18.03				



Sample report on the total volume, ad pages and text-to-ad ratio for selected editions over a period of two years (table/bar chart).

**Automated, real-time reporting**

Standard reports are requested at the push of a button. Reports can be automatically updated and made available to authorized users. Reporting is largely automated, which saves time and costs.

**Long-term decision-making**

Strategic decisions must be sustainable in the long term and should therefore be given careful consideration. The “right” decisions should also be based on long-term experience. With jobreport you can make long-term calculations and acquire reliable data for long-term decision-making, even several years in advance.

**Intuitive GUI**

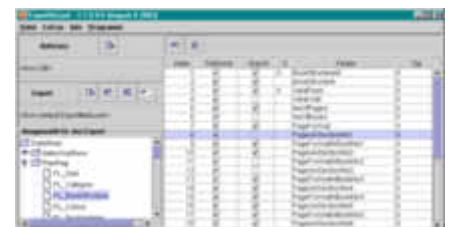
As already mentioned, jobreport uses SAP BusinessObjects reporting tools (a ppi partner) for visualizing its statistics. Standard reports allow you to start reporting immediately.

**Open system for importing and exporting**

Production and budget data from external systems can be integrated in a report and combined with the ppi data. A universal export interface is available for accessing external data warehouses. The intuitive GUI allows you to select the data that is to be exported for further processing. All the data stored in jobreport is available for this, i.e. both detailed data and aggregate data.

**Visualizing your potential**

With jobreport your systems can discover their potential. Standard reports and individual requests guarantee that this potential will actually be used.



Intuitive GUI of the export interface

## How you benefit



- Increased productivity through automatic data acquisition.
- Workflow optimization based on sound analysis data.
- Competitiveness through data for internal/external benchmarking.
- Low-risk investment through integration of different systems.
- Less work through single source data acquisition and reporting.

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