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OnLine Production System Report Card

Take the AdLizard On-Line Product System test to see how your current solution is working for you. The purpose of this test is to assist you in capitalizing on your online ad production system investment. Simply answer the questions below and see how to rate your current solution:

Points

1	Your Online Production System is the foundation for savings and revenue opportunities. How fast can your current system change with the needs of your market?	
A.	To make changes to the system I need to hire outside programmers or contract with the system developer, which will be expensive.	5
B.	I can make changes to my system quickly and easily or even re-invent the entire workflow. This is can be done in-house and is cost effective.	10
C.	Making changes to the system is difficult as we use an ASP or subscription based solution.	2
2	Does your current system interface with your production system or can it assist in the processing of photos?	
A.	All photos are processed separately through our prepress department.	5
B.	Our system automatically converts the photos from RGB to CYMK and applies the correct ICC profile for the best printing without going through our prepress group.	10
C.	We rely on our ASP Provider for Photo technology.	2
3	Can my online production system assist my in-house productivity?	
A.	No my current system is limited to classified ads or basic display ads.	2
B.	Its possible but my system exports the ads as PDF so it's difficult to make any last minute changes.	5
C.	Yes my system has automation tools that allow me to create intricate ads in a fraction of the time. I can even export the ad as an InDesign file for further changes.	10
4	Does your current system truly pay for itself and have you seen a true return on your investment?	
A.	Not Sure..I have seen some benefits but it is difficult to see a true return on my investment.	5
B.	No, we use an ASP or subscription based solution. Every time our revenue goes up our fees go up as well.	2
C.	Yes, this year our newspaper saw a \$156,000 production cost savings and are forecasting a \$235,000 savings for our next budget year.	50

Rate Your System:

30 - 80 Points:

Congratulate yourself. Job well done, you are capitalizing on your on-line production investment.

15 - 20 Points:

You have a good start. Contact AdLizard for assistance

8 - 13 Points:

Contact AdLizard we can help you turn it around.



Total

