

Paperman sets industry standards

Haymarket and Dennis Publishing have followed Emap's lead in adopting the Paperman online paper management system, with print managers, printers and paper merchants also amongst a growing user community.



Chris King, Haymarket's production director, is delighted about the impact that Paperman has had for his company, and believes Paperman should become an industry standard so that other publishers can benefit. He told PMM: "It has really transformed the way we do business. It's a vast improvement on what we had

before, and I have invited John (Stevens – Paperman's founder) to the PPA to see whether this can become an industry-standard system. That's how impressed I am."

Haymarket started using Paperman in January of this year, and King says the quality of information that the system provides is a real benefit after years of using manual

processes and spreadsheets to try and keep on top of paper usage. The publisher produces around 70 magazine titles with a paper usage of around 24,000 tonnes per year.

King says that from the start of 2007 Haymarket

will also be using Paperman to produce Papinet e-invoices, which will have a massive impact on the speed and efficiency of Haymarket's internal administration. Emap is using Paperman

to check and process electronically around 80% of its paper invoices.

At Dennis, the publisher has only just started using Paperman, so it's a little early to talk about the results. However, Robin Ryan of Dennis identifies its most valuable feature as being an accurate quoting tool that helps him calculate budget requirements. Dennis' 20 titles use up around 12,000 tonnes of paper per year, and paper merchant McNaughton is managing the publisher's paper using Paperman.

"We decided to go with Paperman because we wanted something that would help our forecasting requirements, and give us timely information. We have three web offset printers and several other sheetfed printers for added value work, and I'm sure most of our suppliers will embrace Paperman when they know it is strongly related to Dennis' needs," says Ryan.

Paperman claims it can potentially save users 10% of their paper costs through reduced stock holding and less spoilage and waste. Ryan says he doesn't see it particularly as a major saving tool, but King is certainly keen to realise these benefits and he believes 10% is a realistic target.

There are different ways to use the Paperman system, according to Joyce Huie of Huie Associates, who has been involved in the development of Paperman, and assists companies with training and implementation of the online system.

Haymarket and other publishers are using it as a forecasting tool and to manage the consumption of paper. It requires printers and suppliers to engage with Paperman, so that the stock level picture for each publisher remains an accurate one. The system was designed with such usage in mind. At HH Print Management it's being used somewhat differently though – basically as a spot ordering system.

"They have found it to be a breath of

fresh air," says Huie. "They had no system and no audit trail in placing orders before, so they are immediately seeing the benefits of using it."

John Stevens of Paperman is to present the system to the organisation in October, and is naturally delighted at the possibility of the system becoming endorsed by the PPA. He's not counting any chickens yet though, pointing out that many publishers are sceptical about printers undertaking the data input role which is necessary.

The more users of Paperman there are the better it will become though, he adds, since it will make a publisher's information more complete to have every supplier contributing data, and also a greater number of users can have more influence on the further development of the product. Stevens says he is talking to another six potential clients – three more publishers, two paper merchants, and a "very big" print management company.

He adds that improvements to Paperman going forward will include the addition of a print costing module that he will look to beta test next year, greater use of Papinet messaging, and eventually more "intellisense", where Paperman can advise on the best paper stocks for different magazine specifications.

Already there has been an inaugural Paperman user group meeting, attended by the major users, and Chris King believes that it is indicative of the support that Paperman has in the industry to see so many publishers meeting in collaboration.

"There's a lot of goodwill to make it work," King adds. "Publishers are prepared to collaborate because we can see the genuine benefit of making Paperman industry standard. John Stevens has been plugging away at this for a couple of decades and his perseverance has paid dividends."

- www.paperman.net
- www.huieassociates.co.uk



High praise for Paperman from Haymarket's Chris King (above), whose titles have been benefiting since the New Year