



# DPS, Inc.

## NEWSLETTER



Volume 3

Database Publishing Systems, Incorporated

January 2006

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## A big THANKS to all of our Customers

Without you all, we wouldn't exist and we are humbled by the continuing growth of our customer base. We have always believed in working hard, running an honest business and offering the best software available. Thanks

to you, we continue to be a successful company.

In this world that seems, at times, to be in constant turmoil, we can always count our blessings in ways that some may take for granted.

With the upgrades and the new installations, DPS once again has topped sales over previous years.

I speak for all of us at DPS by saying THANK YOU for your continued business and interest in our products!

## Apple + Intel = Good, Bad or Ugly?

### Will Apple's Next operating System be named OS X.86, Code Word Dell?

On June 6, 2005—At its Worldwide Developer Conference Apple® announced plans to deliver models of its Macintosh® computers using Intel® microprocessors by June 2006 and to transition all of its Macs to using Intel microprocessors by the end of 2007.

What does this mean to us in the Newspaper World?

Well, lets think about this for a minute. If Apple decided to go into battle with Microsoft and come out with their software which would run on the PC and forget about the hardware end of the business, the IT and production world would cease to battle. We could forget about the issue of, "do we use Macs or PC's"? The Creative people wouldn't be hindered by the cumbersome Windows OS any longer. Ah, what a happy place the World could be. That is once we worked out all the bugs!

Are we getting ahead of ourselves here? Possibly, but stranger things have happened.

For now we will do the development required for Apple-Intel like the rest of the world.

Since the unveiling of the new Intel-Macs happened ahead of schedule, some folks may be a little upset that

they recently purchased a dinosaur but remember, most software makers will need at least a year to ship Intel versions of their software. This means a lot more applications will be available for awhile for PowerPC machines. In addition, those people forced to use emulation technology to run older software on the Intel machines probably won't be able to reap the advantages of the speed boost until native applications are available.

"Emulation is slower, sometimes much slower, than applications that run natively

Quark claims native first on Apple/Intel. On January 11, 2006, Quark announced that QuarkXPress 7 will be the first major publishing application to run natively on both PowerPC- and Intel-based Macs.

The company says that a "universal binary" version of the software that supports both architectures will be available by the end of January with a production version shipping "later this year".

The announcement coincided with the launch of a beta version of QuarkXpress 7 for both Macs and Windows PCs, which is available for free down-

load.

The general manager of Microsoft's Macintosh Business says that they plan to create future versions of Microsoft Office for the Mac that support both PowerPC and Intel processors, He also said that "they have a strong relationship with Apple and will work closely with them to continue their long tradition of making great applications for a great platform."

Bruce Chizen, CEO of Adobe said "We think this is a really smart move on Apple's part and plan to create future versions of our Creative Suite for Macintosh that support both PowerPC and Intel processors," On June 6th, 2005 when Apple made the Intel announcement, Intel's CEO said that Adobe would be the first to offer its complete line for Intel-based Macs.

In my search for any details on this subject and Multi-Ad I only found references to transition timelines. I.E., how long they intend to support PPC with universal (fat) apps. The comment was, "That's something we can't answer at this point, but a good guess would be many years. Just look at how long we've kept supporting OS9.

# WHAT WE'VE BEEN DOING

## We Were Busy Until Year End With AdTracker Installations

We closed out the 3rd and 4th quarters with three remote installations and one stand alone installation. These installations took us from the heartland of Iowa to the California Coast, on to the west coast of Florida and finally to a replacement installation in up state New York. These installations included AdTracker on both PC and Mac and all three flavors of ad make-up software (Quark 6, Muti-Ad 7 and InDesign CS 2).

Many Thanks to Audrey, Bob, Brian, and Jay in Iowa, Bernice, Mitch and Andy out west, Scott, Kim and Lica in NY and the IT and production folks in sunny Florida, for making our jobs easier.

The Editorial re-design and 50 inch web conversion for the Express-Times in Easton, PA was also completed during the 4th quarter. It went well thanks to Tony Rhodin and all his hard work. Oh, and we can't forget Robert Bell and his Wigit. We ended up with 2 separate normal.dot files due to the abundance of styles that made this re-design a success. We discovered that when you have 279 styles in Word, Quark starts doing very strange things when you place the text. After numerous emails back and forth between Tony, Robert and I, the Express-Times went live with the new look November 5th which was also the paper's 150th Birthday! It looks great guys!

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*We thought we would try something a little different this time in the "What we've been doing" section so we asked a couple of our newest customers if they would be interested in writing an article about their recent AdTracker installation. So, Audrey Wheeler, Production Manager, Gazette Communications, Cedar Rapids, IA and Scott S. Waschitz, Manager, Information Technology Support, Rochester Democrat and Chronicle, Rochester, NY took the time to write up their experiences. Our thanks to Audrey and Scott. We hope you enjoy their articles.*

*Feel free to submit your comments by sending them to [linda@dps-ct.com](mailto:linda@dps-ct.com) with the subject line: Newsletter.*

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## What went right (and a few minor lessons learned!)

By [Audrey Wheeler](#)  
[Production Manager](#)  
[Gazette Communications](#)  
[Cedar Rapids, IA](#)

The June 2005 AdTracker installation at Gazette Communications in Cedar Rapids, Iowa is being touted as one of the smoothest system installations in the company's 100+ year history. That credit goes to two groups -- the project team at Gazette Communications which was formed over a year prior to the installation and the folks at DPS who truly know the newspaper business and care about their clients and their needs.

It was in the fall of 2003 that we made the decision to look into a new ad tracking system to replace our seven year old system. We formed a cross-functional group of employees whose primary goal would be to select a new system. Gathering together a group of people who would have different system needs and asking them to be actively involved in the purchase decision was the first thing we did right.

After an RFP process that began with eleven vendors, the selection field was narrowed to two. Site visits were held and ten reference checks were made

on each of the final two systems. DPS AdTracker was our system of choice. Being thorough during our selection process was the second thing we did right.

Having taken so long during our selection process, we went on the fast track and scheduled installation for a month and a half after the final purchase agreement was complete. In hindsight, that was aggressive, but June was our optimal month for installation so we proceeded.

Faster than the ink could dry on the paperwork, we formed a secondary group of dedicated and committed employees who would be involved in the implementation phase. This group was relentless in gathering information for the installation. One person was in charge of gathering art files; another was in charge of all the IT preparations; another was involved in preparing communication to the rest of the company -- the task list went on and on and seemed daunting at times. All the hard work and extra hours in May, paid off in spades during our installation. We couldn't have asked for a smoother transition.

Did everything go perfectly? Of course not. Our new server failed with-

in a week. Zeke had said that happens more often than he cares to think about with new hardware. He and the other folks at DPS got us moved to our back-up server in very little time.

A lesson learned for us was in re-thinking the plan for our remote site. Our original plan was for a remote server. After going live on the system, we soon realized that a remote server would have worked best if our remote site worked exclusively on their own products. That just isn't how we are structured. Thankfully, removing the server did not adversely affect speed for our remote users and we were able to find other uses for the server.

By far, the number one thing we did right was selecting DPS as our ad tracking system partner. We have had nothing but good experiences with everyone at DPS. Zeke, Dennis, Kathy and the two Chris' have done all that they can to make sure that our needs have been and continue to be met. They've already taken some of our feedback and incorporated it into enhancements in their system. We've been very happy and look forward to a mutually beneficial partnership with them for a long time to come.

# WHAT WE'VE BEEN DOING-CONTINUED

## Rochester's Ad System Replacement

By Scott S. Waschitz  
Manager, Information  
Technology Support  
Rochester Democrat  
and Chronicle  
Rochester, NY

In October 2005 the Rochester (NY) Democrat and Chronicle installed DPS AdTracker. The task of changing systems was quite overwhelming as we planned to change from Mac OS 9 to Mac OS X (Tiger), from QuarkXpress to Adobe InDesign CS2 and from MEI RoundHouse to DPS AdTracker. Aside of merely changing ad tracking systems, we were about to drastically change our users' world. Fortunately, DPS was there with us every step of the way.

We had a lot of important things to consider. At the top of that list was minimizing user impact. Due to this complete environment change, we knew that we there would be a substantial learning curve and a period where we would have a significant productivity dip.

To combat that, we worked with DPS to determine how other clients had upgraded platforms as

well as brainstormed on ways to make the migration to their product easier. It was not that we felt that DPS' product was complicated -- we just felt that we didn't want to add processes to the migration with users having to worry about how to get ads out of the old system as well as learn the new system and OS. What we came up with together was something much better than we could have hoped for.

Our migration was from an older version of MEI RoundHouse -- a system that we have been using for several years and contained an enormous amount of data. DPS worked with us to extract the data directly out of the RoundHouse SQL database and disaster recovery files to allow us a near seamless migration. DPS was able to provide a special "Obtain Old RoundHouse Ad" pull-down choice in the AdTracker client that would fetch the ad directly from the system we were transitioning from. For ads that were already archived off onto CD/DVD, together we were able to simply add those records to the

AdTracker archived ads database. This makes the process of picking up an ad from external media, whether it was archived two months ago on DPS or three years ago on RoundHouse, completely the same.

With our system migration plan proving to be invisible to end users we were able to spend more time focusing on the platform change to the users. Again, DPS was there with us advising as to what types of training we should secure for our users and fully automating the conversion of documents from QuarkXpress to Adobe InDesign CS2. In the end our Go-Live was a smooth one. The only training issues we faced were simple "How do I mount a volume in OS X?" and "Where do I find this in InDesign?" The DPS staff stayed with our Ad Production and IT teams through deadline for several days after Go-Live answering questions and making minor system tweaks where needed. I would say that due to all the extra support we received from DPS that we recovered from our pro-

ductivity dip within two to three days of go-live. Within two weeks we could observe the teams working faster and more efficiently than before.

In all, our DPS experience was a very positive one. In this experience, as with my prior installation experience as Network Administrator at Poughkeepsie (NY) Journal, DPS has done more than sell us their product. They have served as an advisor and a total integrator assisting us in both installations with interfacing their product with other business and publishing systems as well as making recommendations on how to improve some of our processes. When we develop new products or have questions, their support staff is always there. Even if the person answering the phone doesn't have the answer, a prompt and accurate response has never been more than minutes behind the initial call.

To Zeke, Bill and the entire DPS team -- thank you for making this one of the easiest installations I have been part of.

## AdTracker Installation in "Wine Country"

We got the nice opportunity to bring AdTracker to the California Wine Country. In September we installed AdTracker at the Santa Rosa Democrat and Chronicle, a NY Times newspaper. Once again we were asked to convert an exist-

ing Ad Manager site to AdTracker. The installation included both OS 9 and OS X clients running both Quark and Multi-Ad creator. Just to make things interesting the installation needed to support another Remote newspaper down the road

in Petaluma. The conversion took place, AdTracker took over and a few members of the DPS install crew had time for a glass or two of California's finest. Thanks to the staff in Santa Rosa for making this a smooth conversion.

# SOFTWARE NEWS AND UPDATES

## AdTracker updates being released at a newspaper near you!

### - Toning in AdTracker

#### Going Paperless.....

The new Releases of AdTracker have a "Toning" function built into the Application. The purpose of this new "Toning" feature is to provide paperless communication between the Ad Designers and the Imaging department. In the Ad Jacket a Designer can select via a pull down menu a Toning Code indicating to the Imaging group what type of toning is required for this piece of Artwork. This code can be assigned to specific images in the Ad Jacket. Each image can have its own code. The Toning codes are site defined.

Toning Status fields in the AdTracker database are initialized allowing the Ad Jackets containing Artwork to be toned to be routed to the Imaging group. The Imaging group can open these Jackets, identify what type of toning is required and launch into Photoshop to implement the toning process right from the Jacket. Upon completion of the Toning process the Imaging people are prompted for a "Complete" code to indicate all toning has been accomplished for this Artwork.

As a safety feature, Ads with incomplete toning are not allowed to be Released to the Auto EPS process

### - Versioning

Do your Reps promise multiple versions that run under the same Ad number??

Ad Versioning makes it's entry into AdTracker. A new feature has been added to the AdTracker client called Versioning. This new feature allows users to create, save, locate and easily manage multiple versions of an Ad under one live Ad number. A comment field is attached to each version making it easy to identify

one version from another.

At any point in the design process a user can create a version of an Ad. AdTracker automatically appends a dash and a one character suffix to the end of the Ad number to provide a unique filename. The current Ad is then copied to this unique filename and the file is placed in the DA\C\_Versions folder.

The new Versioning feature allows designers to keep multiple copies of Ads (maybe a color version and a B&W version) on file and switch the appropriate one into production at the right time. For the Creative designers, now multiple versions of a Spec Ad can be organized under the same Ad number.

Users also have the ability to pop up a list of all the current versions of an Ad and perform a "Revert to Version" function. This action causes the Live Ad to be replaced by the selected Version. The user has the option to Save the current Live Version before being replaced or to overwrite the Live version without creating a saved version.

All of these operations are performed in the Version Management dialog box which is invoked from the Views menu on the main AdTracker screen.

An additional benefit of the new Versioning feature, Production supervisors can now relax when an Ad Designer comes to you late on a Friday and says, "I just overwrote a full page color Ad for tomorrow with a one by one Ad, Help"!! An added feature of versioning is that behind the scenes AdTracker is saving your Ads any time you Delete, Pickup, or Obtain over an existing Ad. So you can now say to the panicked Designer, "No problem....just retrieve the Ad from the Previous Versions menu"!

Soon you will be able to turn on a feature in Versioning which will allow AdTracker to save your Ad pri-

or to making any changes. If the Ad corrupts at an point in time, you can "Revert to the Previous version".

### - Move to Site Feature

Do you have Limited bandwidth at your Remote or Bureau locations??

A major enhancement option has been added to the AdTracker system for sites which have Remote locations or Bureaus and use AdTracker's Remote Server solutions.

This feature is specifically designed for Remote sites which have limited communication bandwidth between the Main AdTracker site and the Remote sites. This solution provides a mechanism where only specific Ads and their Artwork are moved between the Main and Remote Site in a manual on demand mode.

A Site Control Menu is added to the main AdTracker spread sheet view. Within this Site Control menu are options for a Designer to either Move an Ad and it's Jacket to its Site or to Send an Ad from its site to another site. Ads in any status of the Workflow can be sent or pulled. Unlike the normal Remote site workflow, in this option, once an Ad is Sent or Pulled it is under the control of the receiving site and cannot be accessed from the other sites.

Sites are specified by the Sales Rep code assigned to the Ad. All Ads whose Sales Rep codes are "Undefined" will initially have undefined site codes. The first site to open an Ad with an Undefined Site code will take control of the Ad. The site code will become the site where the Ad is first opened.

Manual and Automated pickups are "Remote Site Aware" in this new option which allows the pickup

Continued:

# SOFTWARE NEWS AND UPDATES

## AdTracker updates for 2006 continued:

process to operate even if the Ad being picked up does not exist at the site where the new Ad will be built.

### - Multiple File Uploads - ATOL

Need to upload multiple Photos for a Real Estate Ad??

For our ATOL users a new enhancement has been added which allows Advertisers to upload multiple Graphic images into the same Ad Jacket without having to zip or stuff the Images.

The ATOL user interface has been enhanced to provide the capability for an Advertiser to upload all of the Artwork needed for their Ad in the same upload. This eliminates the need for Stuffing or Zipping the images.

All images uploaded are identified on the ATOL hard copy Ad ticket and can be routed through the Pre-Flight process.

Also added to ATOL is a new feature to allow on Demand printing of Job Tickets. Anytime a Rep or Customer Service needs a Job Ticket they can print one, including Bar codes, right from ATOL.

Soon ATOL will be in Support of Online Pickups. Since the sales Reps can view their Proofs online why not provide them the ability to schedule a Pickup right from the old expired Proofs. Reps will be able to search for Expired proofs and schedule Pickups all Online within ATOL.

### - File Palettes

For our InDesign, Multi-Ad, and Quark sites the files palette is getting a complete makeover.

InDesign will be the first Files

Palette to get a make over.

Similar enhancements are scheduled for the other two Ad make up applications Multi-Ad and Quark.

The Palette will have the ability to detect placement of Images directly from the Mac Desktop or other mounted Volumes to the Active Ad. AdTracker will detect any image dropped onto a live Ad or placed via "Get Picture" and transparently copy this image into the AdTracker Database and the Ad's Jacket. Additionally, AdTracker will update all the Links so the Active Ad will be linked to the Images copied to the AdTracker Database and not to a designer's desktop.

The new palette will also support drag and drop of any images placed on the palette though the normal AdTracker Graphics interfaces. The Palette enhancement for InDesign will go live in January.

Additional enhancements are planned for the palettes which will provide direct access to the AdTracker Graphics Library, including the Import, and Scanning interfaces.

The new files palette also has some enhancements coming its way. Soon you will be able to connect the Graphics Library and select Art directly from the Palette. Scanning and Importing Art will happen all within the new Palette as well.

### - Ad-Alert Update

Pro-Active Ad Tracking just got more Active!!

A new productivity enhancement has been added to the Ad-Alert module. Ad-Alert can now be configured to pro-actively Release Ads which are past proof deadlines. If you normally Release Ads

to production if the proofs are not returned by a specified deadline, then Ad-Alert can improve your workflow. Now you can configure Ad-Alert to change the status and Release all ads which are "Out for Proof" and have past the designated proof deadlines. Why manually Release these ads when Ad-Alert can monitor your production deadlines and do the work for you.

### - The EPS/PDF Router

Is Cross Selling in your Future??

A new feature to the AdTracker Family specifically designed for sites with complex EPS/PDF production requirements has been added. The new EPS/PDF Router will provide a simple solution to a host of production problems. If you have multiple production sites and multiple ad delivery requirements this is your answer. The EPS/PDF router will sort out all the issues associated with Color Ads and B&W ads going to different paths, or the need for file extensions or elimination of file extensions. If you need to deliver an EPS/PDF of the final Ad to more than one print facility because the ad has been cross sold, no problem for The EPS/PDF Router. Have a WAN bandwidth issue, the answer is The EPS/PDF Router.

The EPS/PDF Router will make its first Production appearance this month where it will be managing the distribution of EPS & PDF Ads for 11 Cross Selling Daily Newspapers in Wisconsin.

For the PC based AdTracker users, Versioning, Email Now, and the new InDesign files Palette are only a couple of months away.

**NEXPO 2006 McCormick Place, Chicago, IL - April 1 - 4, 2006 Booth # 1087**  
**America East 2006 - Hershey, PA - March 27 - 29, 2006 - Booth # 102**  
**Make your plans now to visit us!**

# OUR FUTURE PLANS

## We are Off and Running Again This Year

2006 is starting off busier than ever. We've already gone live with AdTracker at a site with 50 plus users. You may have read a bit of this news on our web site. With 25 sites to install before May we're certainly hopping. The San Francisco Chronicle is our first AdTracker installation for 2006 that went live on January 9th. Hopefully we can provide a customer authored story about this installation in the June edition of our newsletter.

Zeke and Bill made their way to Wisconsin to start the AdTracker training on January 16th for the second phase of this busy beginning.

Kathy worked behind the scenes to get things set up and ready to go. As we move forward with the group in Wisconsin we will be debuting the "Move to Site Functionality".

As you read on the previous pages, his new "Move to Site" feature is for Remote AdTracker systems. This feature has been added to help Remote Ad production where bandwidth is limited. Instead of synchronizing all ads between the Main AdTracker site and a remote site, ads can be "Moved" on demand. This provides an additional benefit of one site being able to help with the production of Ads that would normally not be built at their site. If designers are out sick or anytime production exceeds staffing, Ads and their Jackets can be "Moved" to or from a remote bureau or location to help

balance the production load. If you haven't already done so, you can read more about this on our "Software News and Updates" page.

Both the San Francisco and the Wisconsin installations are Macintosh based.

After we complete the installation at the Wisconsin Group sites we will go to Madison, WI for a PC AdTracker installation that will bring us to the America East and NEXPO shows.

If we look a little weary at the shows, you'll know why!

By the way, we do hope to see you at one of the shows. It's always a pleasure to visit and show you the new product features.

In conversations with Zeke it appears that our schedule for the rest of the year is filling up as well.

We are working with a group in Ohio now that is preparing for an April installation. This will be another installation that requires our "Remote" feature for their 8 sites.

With that and the conversations with our sales people, there have been at least 5 more locations mentioned to me in the last 2 weeks about contracts being signed and requests for, "how quickly can we get you guys in here". I believe one of the installs for this year is out of the US, I mean way out of the US.

## "SOCIAL ENGINEERING"-YOU'VE GOT TO BE KIDDING

Just a bit of information I ran across that I thought might be of interest to some. I was rather shocked myself when I saw such a respectable name for such a disrespectful trade. I know some of you have fought the ramifications of these so called engineers and their interaction with your PC users.

Lets see what you think.

*Social engineering (computer security) From Wikipedia, the free encyclopedia.*

In the field of computer security, social engineering is the practice of obtaining confidential information by manipulation of legitimate users. A social engineer will commonly use the telephone or Internet to trick people into revealing sensitive information or getting them to do something that is against typical policies. By this method, social engineers exploit the natural tendency of a person to trust his or her word, rather than exploiting computer security holes. It is generally agreed

upon that "users are the weak link" in security and this principle is what makes social engineering possible.

A contemporary example of a social engineering attack is the use of e-mail attachments that contain malicious payloads (that, for instance, use the victim's machine to send massive quantities of spam). After earlier malicious e-mails led software vendors to disable automatic execution of attachments, users now have to explicitly activate attachments for this to occur. Many users, however, will blindly click on any attachments they receive, thus allowing the attack to work.

Perhaps the simplest, but still effective attack is tricking a user into thinking one is an administrator and requesting a password for various purposes. Users of Internet systems frequently receive messages that request password or credit card information in order to "set up their account" or "reactivate settings" or some other benign op-

eration in what are called phishing attacks. Users of these systems must be warned early and frequently not to divulge sensitive information, passwords or otherwise, to people claiming to be administrators. In reality, administrators of computer systems rarely, if ever, need to know the user's password to perform administrative tasks. However, even this might not be necessary — in an Infosecurity survey, 90% of office workers gave away their password in exchange for a cheap pen.

Social engineering also applies to the act of face-to-face manipulation to gain physical access to computer systems.

Training users about security policies and ensuring that they are followed is the primary defense against social engineering.

One of the most famous social engineers in recent history is Kevin Mitnick.