alfa ProductionSuite

The production system from alfa Media
The planning expert for your production processes

- Highly efficient thanks to clear planning of complex product structures and almost total workflow automation
- Great flexibility due to close integration – which enables last-minute changes before printing begins
- Enhanced transparency thanks to seamless monitoring of production status of all elements: pages, advertisements and articles

alfa ProductionSuite

alfa ProductionSuite networks all workflows

Every publisher wants to push back the deadline for newspaper production as much as possible. To help achieve this, alfa Media offers cutting-edge tools for page planning, issues and production control that can meet this requirement while simultaneously guaranteeing production reliability. It goes without saying that alfa ProductionSuite is fully integrated with other components of alfa OpenMedia 2009, thus providing ideal support for the entire manufacturing process!

Planning all aspects relevant to production

Publishers always go to great lengths to strike a balance between editorial contributions and advertisements. This begins with the newspaper's planning – which is in our experience is subject to constant revision.

- alfa ProductionSuite delivers a complete overview to facilitate flexible adjustment of editorial contributions and advertisement bookings
- Even complex products with several partial issues, including a mixture of broadsheet and tabloid pages, books as well as flying pages are all catered for

Linking the operations

The editorial and advertising departments organise their work according to a predefined plan.

- Planning amendments are immediately visible in the editorial system and in pagination – guaranteeing optimum transparency.
- The advertisement system uses the scheduling tool to access planning directly, creating more efficient processes
- Production is significantly enhanced thanks to workflow automation – e.g. in page production

Production Progress Monitoring

alfa ProductionSuite provides a clear overview of the overall production progress of a product right up to the exposure of the plates.
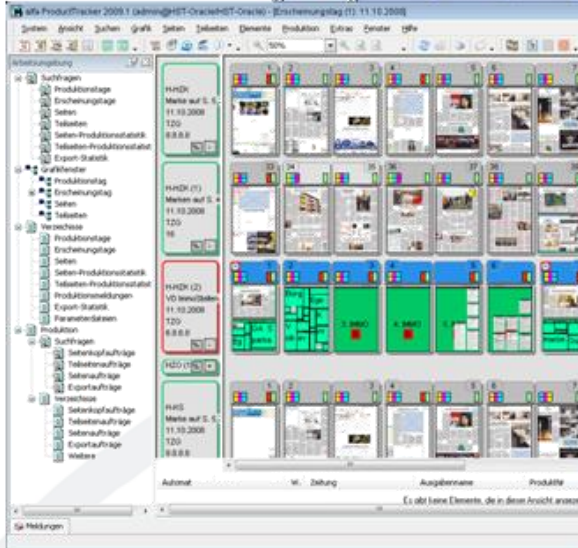
- Long-term advance planning is enabled for improved ad scheduling
- The production status of all elements is monitored in detail. Comprehensive control is guaranteed
- Page production is clearly visualised from the creation through to exposure all the way to the plate-chamferer
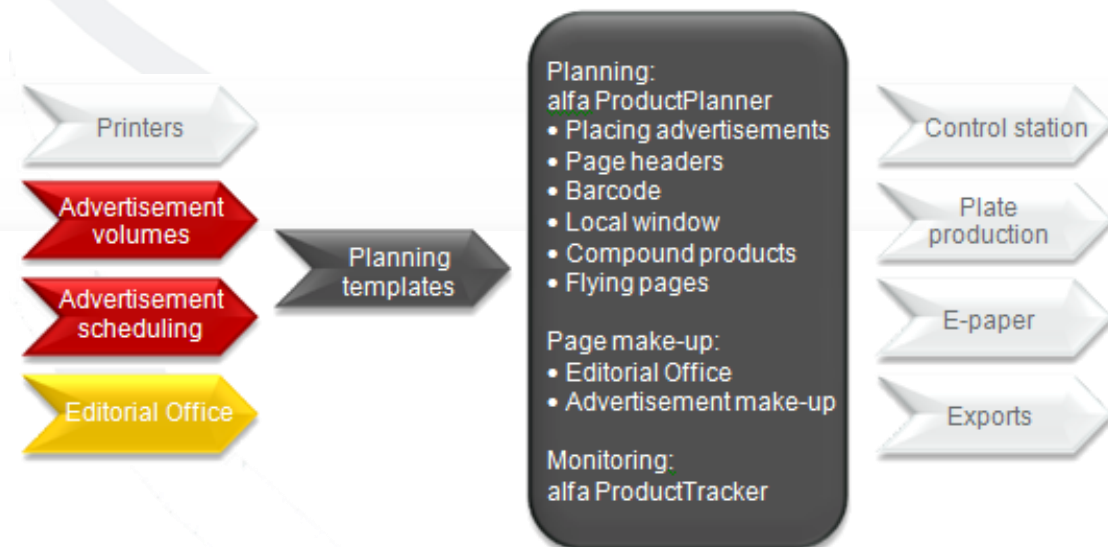
(Fig. 1)

(Fig. 2)

(Fig. 3)

Production planning with alfa ProductPlanner (Fig. 1)

The alfa ProductPlanner offers optimum integration and networking of the editorial, advertisement and tracking system.

- Efficient and swift planning is made possible based on templates and quantity structures.
- Any number of partial products and sales editions can be planned per publication day
- Interfaces for controlling print machinery are available for various manufacturers including MAN Roland, EAE and ABB

Production monitoring with alfa ProductTracker (Fig. 2)

alfa ProductTracker displays the current production status of individual elements clearly and thus offers continuous monitoring of the prepress and printing stages.

- The production process is monitored based on a plan: As soon as a component deviates from the schedule, an alarm is triggered.
- Production progress is controlled using different status types, which provides for greater transparency.

Advertisement make-up with alfa AdJust (Fig. 3)

alfa AdJust is the ideal platform for comprehensive advertisement and sheet production.

- Make-up and the creation of entire advertising pages are automated
- Control procedures for small ad make-up boost efficiency.
- Extensive integration will other alfa OpenMedia modules enables seamless interaction between the editorial office, the advertisement system and production planning

Functional Scope

alfa ProductPlanner:
- Planning advertisements scheduling products
- Definition of booking spaces
- Scheduling sample

Advertisements:
- Advertisement scheduling
- Automatic placing based on specifications
- Quantity overviews for determining scope

Creation of recurring samples

Quantity structures from editorial department and advertisements

Planning of:
- Complex issue structures
- Cover pages
- Panoramic pages
- FlyingPages / Wrap
- Compound products broadsheet/tabloid
- Desk volume
- Advertisement make-up
- Collective

Placement of:
- Sheet-defining advertisements
- Fillers
- External page sections
- Pre-planned page sections
- Page headers
- Barcode
- Page templates
- Advertisement withdrawals
- Make-up specifications

Planning in close proximity to print machinery

Colouring

Detection of identical pages

Production:
- Automated production all the way to the chamferer (page section assembly, page generation – RIP), plate exposure, PDF creating the pages)

ProductTracker:
- Tracking of planning all the way to production
- Statistical data
- Control over PDF production
- Control over plate production
- Manual intervention in production using systematic orders
- Control over page header generation
- Control over active page sections and page orders

Advertisement make-up
- The order of the categories can be transferred from the advertisement system
- Categories can be combined or entire category levels removed
- The classification of ads as "flowing" or "item" can be controlled in the make-up rules based on the category
- Advertisements from other issues can be added and made up. Additional advertisements are clearly identified in the material tree view
- Linked advertisements are identified
- Placement requests for advertisements are identified and checked
- Reverse advertisements are identified as such and can be scattered if required
- Reverse make-up
- Improved support when searching for suitable fillers
- The validity period is taken into account for fillers
- If multiple fillers are placed, a warning is issued
- Editorial elements can also be displayed in WYSIWYG format
- Page headers can be edited and deleted
- Work space
- Layer management
- Flexible advertisement sorting
- PDF proof
- Loading preview in the background
- Complete configuration via the interface
- Filler management
- Adjustment of fillers to suit the page (uses alfa PageOne)