



Stop the Presses: Lee Enterprises Moves to BCC

A newspaper chain seeking a more affordable mailing technology solution switches to Mail Manager and trades top dollar for top results

Lee Enterprises is a growing chain of 53 newspapers operating across 23 states. Because their distribution costs are absorbed into overhead and not directly passed on to customers, the company must leverage a thorough understanding of United States Postal Service regulations (especially those pertaining to Periodical and Standard Flat mailings) to achieve maximum postal economy.

“Newspapers are not very standard when it comes to getting papers out the door,” says Ken Miller, Lee Business Systems Analyst. “Walk into a newspaper distribution facility and you’ll find a million different situations that all need to be dealt with individually.”

The Old Solution: Too Little Support at Too High a Cost

Until a few years ago, Lee had depended on a well-known but expensive software solution to satisfy the company’s mail technology needs: encoding, presorting and preparing daily and weekly newspapers for the journey from regional printing centers through the mailstream to their eventual destinations. Productivity and efficiency were assured by coordinating these processes through a central computer network, with Lee employees conducting extensive customization of the program to properly integrate its functionality within their system.

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— Ken Miller
Lee Enterprises

At a Glance

Client

- Lee Enterprises

Headquarters

- Davenport, IA

Specialization

- Newspaper

BCC Solution Set

- Mail Manager 2010 with premium options
 - ✓ TaskMaster
 - ✓ Palletization Suite
 - ✓ Firm Packaging
- ZIPFOURce

However, as their distribution operations evolved from an AS/400 platform to a more complex but flexible client-server environment, Lee decision-makers realized they needed a new software partner. From a cost perspective, their existing solution was “way out there,” Miller says, and the company’s technical support—a vital consideration, given Lee’s customization needs—was disappointing: “a big call center” that offered little in the way of personalized attention.

BCC’s Mail Manager: A “Hands-On” Improvement

Enter BCC Software, whose mail-preparation solution Mail Manager 2010 was recommended to

Lee by a corporate partner that had used it successfully for years. Mail Manager 2010's price point—a fraction of that of their previous solution—made it attractive to Lee management, but price could not be the sole trigger factor. In reviewing the software during an introductory trial, however, Miller discovered an unrivaled combination of power and value, and perhaps even more important, the advantages of BCC's unlimited technical support.

“Calling BCC is like talking to regular people,” Miller says. While integrating Mail Manager 2010's processing engine into Lee's existing server-based system, extensive “hands-on conversations” with BCC's lead programmers enabled the customer to accelerate the process with few workflow roadblocks. (Newspapers, after all, can't wait to be mailed.)

Meeting Today's Needs and Tomorrow's Growth

Saving money alone would not have been reason enough to switch to Mail Manager 2010, Miller says—but BCC sealed the deal with a full-featured product with the potential for modular growth, plus “superior customer service” that proved responsive to any situation.

As Lee programmers progressed along their abbreviated learning curve, calls to BCC have lessened—but staff know they can rely on BCC sales and support to supply them with the tools for ongoing success. Today, Lee Enterprises enjoys “an excellent working relationship with BCC,” Miller says. “They are always available and they seem to go out of their way to help. I am encouraged by our relationship and hope we can be partners for years to come.”



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