

MAVRO Customer Case Study

Working with Mavro, PMG Unifies a Fragmented Process and Implements a System with the Flexibility to Handle a Wide Variability in the Incoming Mail Stream

"With the Mavro solution, we've seen an astonishing decrease in the resources needed for our AR and AP processing. This lets us put those resources where they belong – providing more vibrant content for our audiences. In today's world of intense media competition, this is a critical advantage."

– Karen Turner
Assistant Controller
Paxton Media Group

**Overall
Costs
Reduced By
More Than
80%**



THE OPPORTUNITY

The Paxton Media Group is a privately-held media company based in Paducah, Kentucky. Currently, PMG operates a total of 32 daily newspapers, 30 weekly newspapers, and one television station. PMG was receiving up to 5,000 pieces of mail each day at 32 individual locations. The incoming mail stream included receivables in the form of new subscriptions, renewal subscriptions, and advertising payments made by check and by credit card. The mail also included payables in the form of vendor invoices. The manual system utilized to open, sort, and scan the mail and to look up account numbers was extremely labor intensive, requiring up to three employees at each location. AP processing included an especially cumbersome step of looking up vendor numbers and manually applying bar code stickers to the invoices to prepare them for downstream processing. Streamlining this flow required a system with exceptional flexibility.

THE SOLUTION

Mavro worked with PMG to improve workflow, redesign payment coupons, and achieve a true one-touch process. An Opex AS3690i is now used to open all incoming mail and scan all of the included documents. The Mavro software automatically categorizes the documents, uses extracted information to locate account information in PMG's disparate databases, and prepares the documents for seamless processing by the downstream systems. The AP documents are now recognized automatically, the vendor barcodes are automatically generated and electronically applied to the images, and the prepped images are imported smoothly into PMG's DocuWare software.

THE RESULTS

PMG now processes all of its daily volume at a single location with only four employees, who need to touch each physical transaction only once. At the end of the day, an electronic Check 21 file is ready for bank deposit, and PMG now has the ability to be PCI compliant with the credit card information scanned from payment coupons. The existing AP system is operating efficiently, with no changes required to accommodate the transition from manual to automated invoice pre-processing. The MavBridge software gives PMG the ability to monitor all aspects of the processing operation in real time, allowing better staff management, more accurate reporting, and easier problem solving.



OUR COMMITMENT is to exceed every customer's expectation...*continuously*

Case Study Details

REQUIREMENTS

Processing Volume

- Up to 5,000 transactions per day including intermixed payment coupons, checks, credit card payments, subscription renewals, and invoices

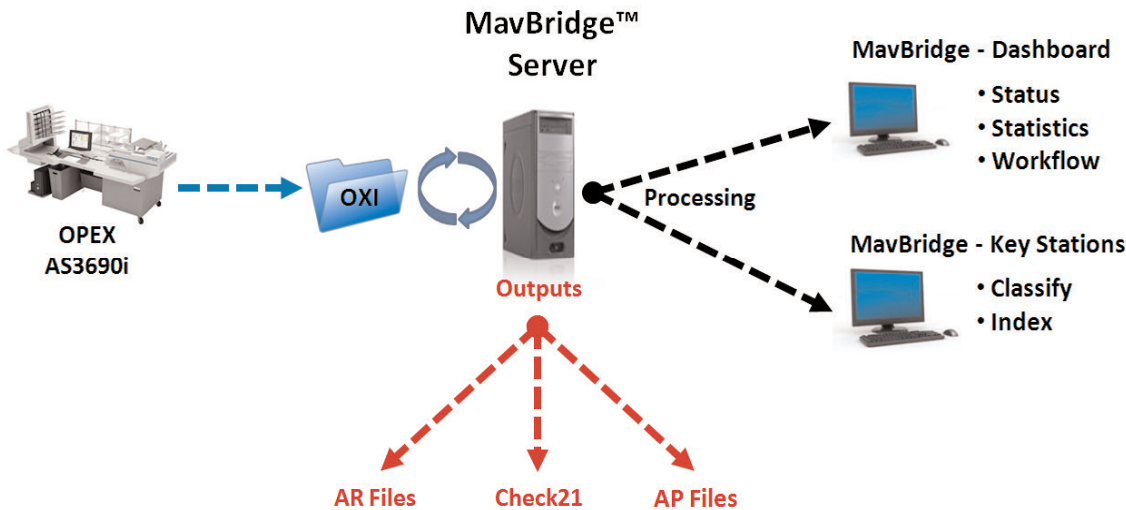
Quality

- Automated document recognition and coding streamlines the processing of a wide range of documents and greatly reduces the error rate
- Real-time statistical tracking and workflow monitoring of the entire system

Cost Savings

- Reduce 32 individual sites to one central location
- Reduce overall costs by more than 80%

IMPLEMENTATION



Key Features

- Flexibility – The system is designed to handle the widest range of input including an assortment of AR documents and vendor invoices, and it interfaces seamlessly with existing databases and software
- One Touch Processing – Eliminates envelope and transaction sorting, document preparation, and manual account number lookups while optimizing transaction integrity, throughput, and overall processing quality
- Electronic Deposit – Accelerates funds availability, extends deposit deadlines, and eliminates the need for physically depositing checks

“The people at Mavro listened, understood our requirements, and gave us the ultimate solution for what we needed.”

– Jay Frizzo
Vice President
Paxton Media Group

BENEFITS

By The Numbers

- One Touch Processing eliminated the need for many manual sorting and processing steps
- Image workflow and recognition accelerated processing and saves time
- Centralized processing – 32 processing locations consolidated into one

Intangibles

- More efficient operation lets PMG dedicate resources to providing media content rather than processing mail
- Image enhancements and redesigned coupons greatly reduce the need to manually research account numbers
- New tracking capabilities enhance the ability to meet audit and compliance requirements

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