



SUCCESS STORY



“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

Mavro Helps PMG Unify a Fragmented Process and Implement a Highly Flexible System

Inefficient Manual Handling Was Required at Several Locations

The Paxton Media Group (PMG) 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 used 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 barcode stickers to the invoices to prepare them for downstream processing. Streamlining this flow required a system with exceptional flexibility.

One-Touch Processing, Flexible Recognition, and an Image-Based Workflow Streamline the Process

Mavro representatives visited PMG and performed intensive discovery sessions to reveal the complexities of the current PMG operation and to fully understand PMG’s goals for an automated system. Mavro worked with PMG to design an improved workflow, redesign payment coupons, and achieve a true One-Touch Process. The new Mavro system is designed to handle the widest range of input, including an assortment of vendor invoices, and it interfaces seamlessly with existing databases and software.

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 that required difficult manual handling are now recognized automatically. The Mavro system automatically generates vendor barcodes and electronically applies them to the images, and the prepped images are imported smoothly into PMG’s DocuWare software.

Image Cash Letter (ICL) electronic deposit has been implemented as part of the new system, eliminating the need to physically deposit checks.



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

- **Jay Frizzo**,
Vice President



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PMG Sees a Remarkable Drop in Costs

Rather than processing at 32 remote locations, PMG now processes all daily volume on an efficient Mavro system at a single location with only four employees, who need to touch each physical transaction only once. The result has been an overall reduction exceeding 80% in the costs required to process the incoming mail stream. This dramatic decrease has allowed PMG to dedicate significantly more resources to providing media content rather than processing mail.

At the end of the day, an ICL electronic deposit file is ready for bank deposit, and the security features included in the Mavro system mean that 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™ Dashboard software included in the system gives PMG management the ability to monitor all aspects of the processing operation in real time, allowing better staff supervision, more accurate reporting, and easier problem solving. Dashboard lets managers detect system backups or issues before they become serious problems, avoiding downtime and ensuring that service level commitments are met.

About Mavro Imaging

Mavro Imaging is a proven leader in developing innovative Remittance Processing, Lockbox, and Document Imaging solutions. Our system-wide monitoring tools, extensive security features, and end-to-end encryption capability ensure peak efficiency and operational compliance with ICL, HIPAA, and PCI requirements. The Mavro team excels at fully understanding all project specifications and then collaborating closely with customers to implement the best possible solutions.