



## How Polaris Media was able to increase efficiency in the newsroom by automating the print manufacturing workflow

### About the Customer

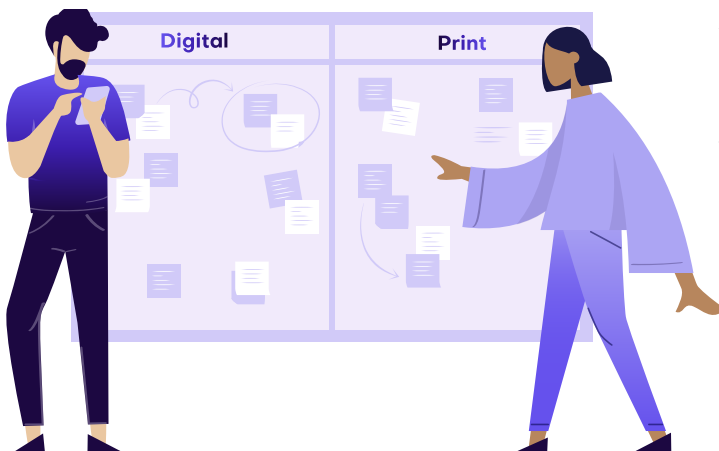
Polaris Media is a media corporation in Norway that owns 30 newspapers, including publications such as Agderposten, Adresseavisen, Harstad Tidende and Troms Folkeblad. They have a partner program with many independently owned small and medium-media houses that share the same technology platform.

### The Challenge

Agderposten, a daily newspaper underneath Polaris Media Sør in Arendal, Norway, was using two different CMS platforms – one for print and one to convert the print content to a digital format. Its team of reporters had to work in two different “modes,” which caused them to waste time and energy that could have been spent focusing on creating content instead of print manufacturing.

“We didn’t want to do that anymore,” said Bjørn Robert Knudsen, Director of Technology at Agderposten. “We wanted to find a smooth way to make content available for the paper without having to spend a lot of labor in preparation.”

Agderposten sought a solution that would automate these processes and free up their editorial team’s time, while also allowing them to reduce costs.



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### The Solution

To develop a solution, Naviga's team partnered with The Globe and Mail to create a print automation product called Naviga Publisher, which is powered by Sophi.io, an artificial intelligence system. Not only did this solution allow Agderposten to unify both print and digital, but it helped streamline their business through customized workflows to manage the entire print production process.

Naviga Publisher simplifies and shortens the production process by allowing Agderposten to fully automate the workflows for an entire publication at the press of a button. Once the editorial team has selected and prioritized their articles for the publication, Agderposten is able to run the list of items through Naviga Publisher, where Sophi.io then does thousands of calculations on different print options. After the print layout has been created, Agderposten receives an output of PDF and XML files, as well as InDesign files for any last edits that need to be made before print.

### Outcome

One year after adopting the print automation solution, Polaris Media was running Naviga Publisher, powered by Sophi.io, on four different publications and one partner publication, with even more newspapers scheduled for implementation.

Agderposten, which runs a total of 14,000 paper pages in average per year, has seen significant savings in both time and money. They have estimated the cost per page has been reduced from €15 to €5. In addition to that, including licenses and other external costs, the total savings from moving to print automation is estimated to be around 60%.



“Naviga Publisher and Sophi.io have enabled our news organization to develop the same level of quality newspaper with fewer resources. This enables us to re-allocate those resources to driving better content and increased subscriptions.”

Øyvind Klausen  
Director of Business Development  
Polaris Media Sør



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“Naviga Publisher has enabled our news organization to develop the same level of quality newspaper with fewer resources. This enables us to re-allocate those resources to driving better content and increased subscriptions,” said Øyvind Klausen, who was the former editor-in-chief at Agderposten, now Director of Business Development at Polaris Media Sør.

### RESULTS AND HIGHLIGHTS

- ▶ Increased efficiency by shortening the time spent on print manufacturing and freeing up resources to focus on journalism
- ▶ Reduced the average cost per page from €15 to €5
- ▶ Saw an estimated total savings of about 60% when factoring in licenses and other external costs
- ▶ Implemented print automation on five different publications



“Print automation has, without doubt, lifted our digital-first mindset to another level”

Katrine Lia  
Editor-in-Chief,  
Agderposten

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