HOW NEWSAGENCY SOFTWARE HELPS NEWSAGENTS HANDLE T2020

Tower Systems has been helping newsagents merge distribution businesses for many years. This, and our work with South Australian newsagents through the Migration Project, the forerunner to T2020, has given us experience vital to helping newsagents with T2020.

Just as T2020 is about rationalising newspaper distribution businesses, it is also about driving efficiency at a range of points in the newsagency channel. We have already acquired the NewsPOS newsagency software business. Another is in negotiation.

Tower Systems is committed, I am committed, to delivering newsagents software to meet T2020 and other industry standards, providing a technology platform for driving newsagency business efficiency and profitability.

We are also committed to helping retail newsagents navigate change and create more valuable retail businesses.

We serve distribution businesses today delivering in excess of 10,000 newspapers and serving more than 160 sub agents … and have done for many years.

We can and will help newsagents step up to handling scale.

Yes, there are challenges in moving from a business with a few hundred customers to being part of a business with, maybe, 10,000 customers. Good technology is vital. We have people on our team and customers in our community who will help you face T2020.

In a practical sense, I'd like to share just some of the initiatives in our software that help newsagents amalgamate newspaper distribution businesses.

Merging Territories Facility. This is a purpose built facility for users of our newsagency software that imports:

- Customer Names and Addresses
- Customer Orders and Subscriptions
- Customers Stops and Starts
- Customer Balances
- Customer Run Lists
- Delivery Fees
- Subagent names and addresses
- Subagent Orders
- Subagent Balances

Backing up the utility is advice and support through the process. In many cases we do the work for our customers, delivering a new merged file.

Merging Territories Non-Tower. This is a utility we use where we are brining in data from other newsagency software packages. With several hundred newsagents switching from other software to Tower this utility has been widely used. This utility imports:

- Customer Names and Addresses
- Customer Orders and Subscriptions
- Customer Balances
- Delivery Fees
- Subagent names and addresses
- Subagent Balances

This utility, too, is run by our experts under the guidance of our newsagent customers, delivering a merged data set ready for business use.

The Expected T2020 Scenario

As the publisher will handle all billing, newsagents in each T2020 area will supply News Limited with a full list of customers and their orders. News will amalgamate these and supply the winning tenderer with a file that contains the customer details:

- Names
- Addresses
- Contact details
- Customer Orders and Subscriptions details – to industry data standards.

On a daily basis newsagents will revive a file from News Limited containing delivery changes. For example Stops, Starts, New orders, changed orders. This file will keep systems updated.

The challenge of setting up new runs

The one area of work most likely to require time to setup will be the setup of newspaper home delivery runs. For the most efficient newspaper delivery result, this work is best done manually. We say this based on years of experience. Yes, the process can be automated. However, computers have never driven a car or ridden a scooter throwing newspapers. They don't and can't know what a driver will know about the most efficient approach and the quirks of some customer requirements.

Help with your tender

We will help any newsagent with their tender to the extent of our abilities. We have experience in helping newsagents to acquire territories, business planning and budgeting. We have experience as newsagents ourselves.

With 1,800 newsagents as customers, our commitment to helping newsagents navigate the changes of T2020 is absolute. Please let me know how we can help you.

If you are not a Tower customer today, we would be glad to help you join our community and benefit from our strength.

We see T2020 as an opportunity for newsagents to redefine their businesses for the future.

Sincerely,

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