



## VPS Case Study

### Voucher Scanning for the Wholesale industry

#### Introduction

Since 1932 JJ Gilhespie of Gateshead, Tyne & Wear have had a wide Newspaper Distribution Network over the North East of England. JJ Gilhespie have met the challenge of using an IT strategy that has been both cost effective and allows for the company to expand its customer base. One of the driving forces behind Newspaper Distribution and Returns is the accurate collection and distribution of data from the Newsagents to accurately predict market supply trends.

JJ Gilhespie replaced its DOS-based Trurofield system for the Matrix Wholesaler System in 1999. As with all large distribution channels a significant factor is the returns of Magazine and Newspapers. Matrix Publishing Systems commissioned Binary Star Ltd to fulfil the role for a returns bar-coding system to accurately collect publication returns figures, identify invalid Claims and provide statistical information of users scanning throughput. One area that has been

greatly overlooked is the manual collection of coupons and redeemable Vouchers. Tim Dawson, IT Manager said "Wholesalers have been manually counting these vouchers for some time now, we needed a solution which would reduce costs, be more accurate and improve Claims cash flow"

#### Implementing Change

To provide a cost-effective solution and comply with publisher standards requires a strong understanding of the market background. The Voucher Processing System (VPS) provides answers to Publisher demands and is designed to be flexible enough to compliment existing IT Systems. VPS provides an independent solution to the Wholesaler manually counting vouchers and coupons, allowing an increased volume of Vouchers to be allocated and processed more efficiently. Credit and Claim notes are easily produced within VPS ensuring that the overall processing time is reduced.

JJ Gilhespie are now able to produce detailed reports for Newsagents, identifying invalid Credits, inaccurate counting anomalies and produce Audit trails in the event of any discrepancies.

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*"The Technical Support Alliance that Binary Star has forged with leading Publishers allows quick responses to changes within the Industry."*

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The Voucher Claims Department uses VPS to access Newsagent Accounts for historical and current Voucher Claim Information and Voucher Claim discrepancies. More complex accounting is dealt with by the Wholesaler's upstream accounting system, to which the VPS Data is linked. Commenting on the voucher issues Dawson said, "We chose VPS as it was clearly the first choice on functionality, performance and reliability." He also added "We have been utilising VPS for some time now. It is the ideal solution and it meets all of the requirements within this industry sector." According to Dawson the system is versatile enough to provide Publishers with their specific Audited Reports and offers

Wholesalers enough data formats to cover their needs Publisher needs are met by the creation of Claim data files containing all Voucher Scans requiring payment. VPS features a variety of Auditing facilities developed for Publishers to meet their stringent audit requirements.

The currently installed system is only twelve months old, but already discussions are underway for using remote scanning modules of VPS, allowing for centralised processing with distributed scanning at other locations.

The system is seen by JJ Gilhespie as a key solution to improving Voucher Claim Cash flow and has already shown an improvement for Publisher Claim payments.

### Conclusion

The acceptance of VPS for JJ Gilhespie has relied heavily on the responses from various Publishers to meet their Audit and Claiming procedures, Binary Star Ltd have created strong links within the Publishing industry allowing for specification changes to reach JJ Gilhespie as developments unfold. Dawson added "As one of the founder companies to utilise VPS we have developed a versatile solution with Binary Star providing a useable solution to our future needs."

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*"We were looking for a product to manage our high volume of Voucher Returns. VPS was the only product able to collate and manage this information and has greatly increased our Publisher Payment turnaround."*

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