



## Professional Services

As a leading provider of newspaper solutions for more than 30 years, DTI has developed an in-depth understanding of the needs and challenges of the newspaper industry. In response to increasing requests from our customers to provide a means to tap into that knowledge base, DTI has formed a business unit called Professional Services. Professional Services comprises our accumulated talents, experience, knowledge and expertise, and is dedicated to improving our customers' business conditions.

Our initial offering includes services relative to DTI applications and fundamental newspaper industry practices.

### **Application System Consultation**

A system consultation is a constructive review and analysis of your newspaper's circulation or advertising operations. A consultation can be as broad-scoped or specific as needed, and provides you with recommendations on how to fully leverage the considerable features found in DTI solutions.

Reasons for a system consultation can include:

- A post go-live assessment typically performed 6-8 months after an implementation. Now is the time to step up to the next level of advanced features that can improve your ROI.
- "We've just upgraded!" On-site or remote instruction on how to use the new features and capabilities available in your upgrade.
- Best practices opportunities – learn how to maximize work flow and procedures to improve customer service, reduce costs and generate revenue.
- Issues – such as employee turn-over, changes in how you do business or any number of other reasons – are causing your department unnecessary work. You suspect there is a solution, but just don't know what it is. We can help you resolve the issue.

### **Training Opportunities**

Get the most out of your investment with ongoing training. DTI offers online and classroom training courses designed to meet the needs of all types of learners. Training consists of a combination of presentation, discussion and hands-on experiential learning, and can take place at your newspaper, at DTI in St. Paul or Springville, or presented via the Internet and/or video conferencing. DTI also offers a wide range of small-session Webinar courses on a regular basis throughout each month. These short (one to two hour) sessions are particularly convenient when time constraints are a roadblock to training. Check our Web site for a complete listing. Customized training is also available.

Professional Services are performed by consultants and experts who "speak your language" and have the ability to transfer their insight into solutions that meet your needs. Contact Damon Daffron, manager of Professional Services, to discuss your requirements.

Damon Daffron  
Manager, Professional Services  
651.636.0662  
damon.daffron@dtint.com