

CASE STUDY

Client

Publishers Service Associates Inc.
1000 Commerce Park Drive, #300
Williamsport, PA 17701 USA
www.publishersserviceassociates.com

Industry

Media – Fulfillment Services

Application

Konect

of Employees

approx. 50

Server Environment

Microsoft® Windows®
2000 & 2003 Servers

Client Environment

Microsoft® Windows® XP
Professional

Business Challenges

- Provide fulfillment clients with simple and secure remote access to their subscriber database without exposing entire network.

Konect Solution

- Cost effective
- Strong feature set for clients
- Ease of use for IT staff

PUBLISHERS SERVICE ASSOCIATES INC.

BACKGROUND

Most subscription fulfillment is a volume business which can best be handled by maximum automation. While this provides an excellent model for large publishers with standard needs, this model does not work as well for special interest publishers, or those with complex or very high quality fulfillment needs. In these cases, the fulfillment service needs to be as flexible and adaptable as the publisher themselves. And often these types of publishers can greatly benefit from a full solution, an end-to-end fulfillment service that can manage not only fulfillment but also their subscriber database, customer service and even telemarketing.

CHALLENGE

Publishers Service Associates, Inc. (“PSA”) is located in Williamsport, Pennsylvania and offers a comprehensive suite of services to the Publishing and Association industries. Started in 1999, Publishers recognized the need for an end-to-end, flexible and customizable fulfillment service that catered to an emerging market of special interest publishers and those with more than the standard fulfillment needs. In providing this service, Publishers recognized the need to manage subscription databases and provide their customers with secure access to these databases.

“Our clients have specialty needs and we provide a level of quality and service that stands out in our industry,” said Jason DeBloois Technical Resource Manager at PSA. “Not only do we provide an end-

to-end service but we also manage our client’s fulfillment databases and provide them secure access to manage it as they need to, after all, it is their most important business asset.”

SOLUTION

Publishers had been using another well-known access infrastructure solution to provide this client access but the upgrade path was prohibitively expensive and the customer user experience had proven to be less than intuitive for clients. They had researched and tried several other options but were unable to find the blend of features, simplicity (for clients and administrators) and cost that they were looking for. That was until they came across Konect.

“We need to provide our clients with remote access to their database without giving them access to our entire network,” explains Jason DeBloois. “Discovering Konect was a tremendous benefit. Konect does all we ever wanted in a remote application publishing solution. It exceeds our expectations. IT loves Konect because it doesn’t take an entire day to get an application published and clients love Konect because there is no learning curve – no second desktop confusion.”

RESULTS

“We measure the success of any solution based on our clients’ feedback. If they’re happy, we’re ecstatic. Our company is all about meeting and exceeding client expectations and Konect fits perfectly into that philosophy for us” exclaims Jason DeBloois.

Publishers Service Associates

Publishers Service Associates offers a comprehensive suite of services to the Publishing and Association industries supporting complex or very high quality fulfillment. Services include daily mail processing, customer service, complete fulfillment subscription database and file maintenance, fulfillment and mailing services, website development and support, list processing and management, conference order processing and support, telemarketing and special consulting services.

desktopsites Inc.

desktopsites is an emerging leader and innovator in cost-effective access infrastructure solutions for small and mid-size businesses in North America and Europe. desktopsites was founded in 2000 and is based in Calgary, Alberta, Canada.

About Konect

Konect is a serverware solution for small and mid-size companies that enables simplified network resource management, deployment security and remote access for employees within and outside of the workplace. Using Konect companies can seamlessly publish centralized applications to their users desktops without the need for a local installation.