Deployment and Migration of Mac OSX within a Publishing Environment

- Iris Burdett - CTO of Madison Lane. Former System Specialist for The Palm Beach Post.

- Daniel Dreiske - Quality Assurance Manager from The Atlanta Journal - Constitution

System Implementation of OSX Tiger/Panther with (DTI, CCI Europe, Harris, Quark DMS & QPS or other pagination software.)

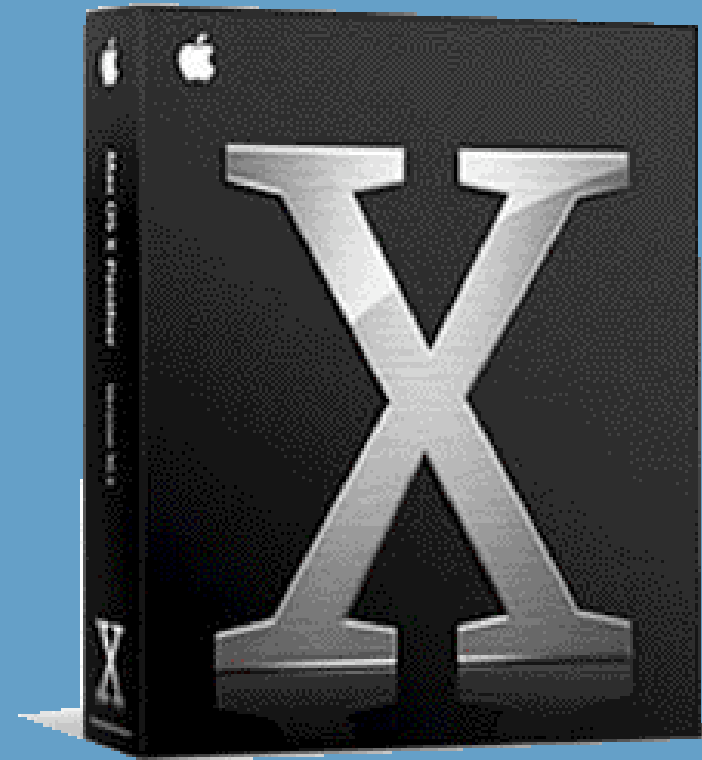How Advertising and Ad Production Departments Should Prepare

The Project Team

- Gather a cross section of all necessary departments
- Appoint a project leader from each area
- Establish a regular meeting schedule
- Set reasonable goals
- Establish a timetable for task completion
- Communicate

The Build

- Decide on the build
  - OSX - 10.3x or Tiger
  - Java
  - Classic configuration (Do any of your older apps depend on Classic?)
  - System Folder vs. Disk Image
- Be consistent throughout

The Workflow

- Plot a course for conversion

- Plot current workflow

- Establish Dual Workflow

- Interfaces between databases

- Migration of equipment and personnel

- Database Setups

- Desk Structures

- Profiles

Current Environment vs. New Environment

Current   New

OS 9x or earlier   Tiger/Panther

Migration differences for people not
willing to make the jump from the comfort
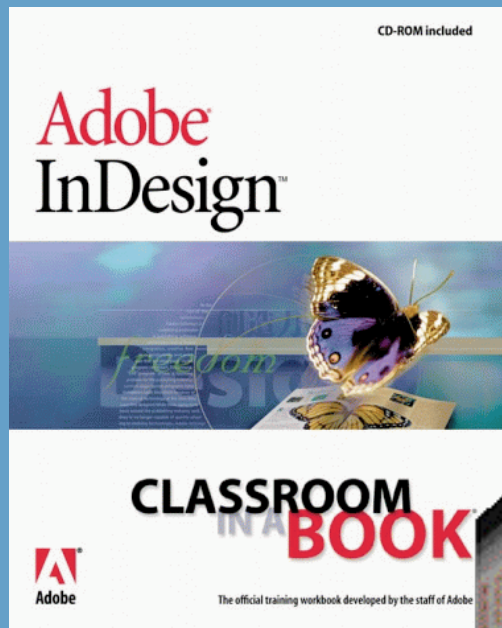of old to the uncertainty of new.

How to persuade individuals through change.
Dashboard, Spotlight and all the best of OSX.

OSX

- Making the first step toward implementing your System of Choice
- Select the System version for your site
- Training OSX
    - Hours
    - Documentation
    - Materials
- Living in Classic (ACK!!)

InDesign

- Making Your Upgrade Easier
- Learn InDesign First
- Folding InDesign Into Your Current Advertising Workflow
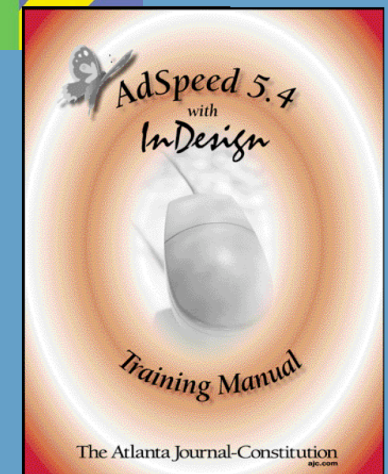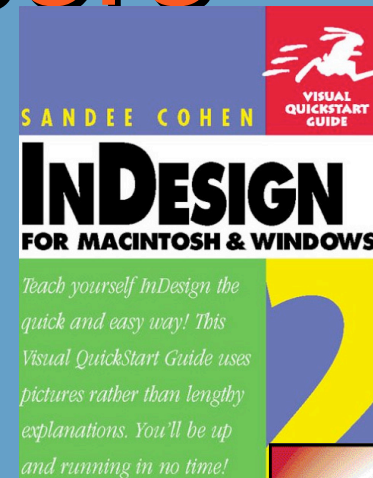- Teaching InDesign
- CIBs
- DVDs

Preparing the Trainers for

YOUR PAGINATION SOFTWARE

- Train the Trainers at vendors location or on Site

- Testing and Working with the Applications

- Customizing your Manual for Site Specific Use

Training the Users

- Power User vs. Typical User, Split the Difference
- Determine Amount Time Spent in Training Class
- Designate Pagination software Hours and InDesign Hours
- Recommended Materials

Living in Two Worlds

- Building in your new pagination system, Outputting in Your Current System

- OSX challenges. Classic, Fonts & Fun.

- Troubleshooting, Hair Pulling and Tears

Preparing the Sales Staff

- Don't keep Sales in the dark
- Invite a Representative to be on the Project Team
- Create Flyers