

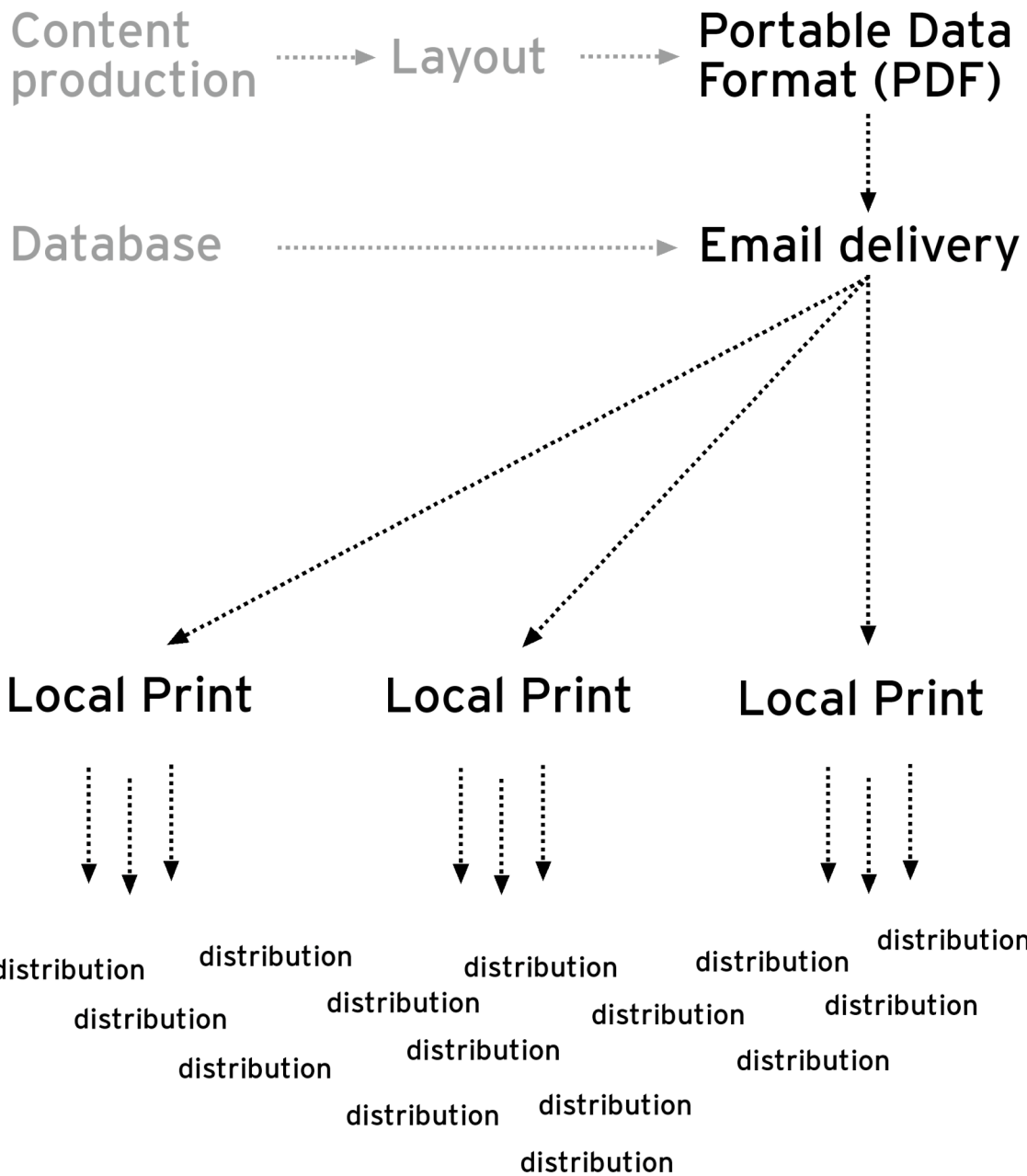


## Leanest Distribution System

***No overproduction. No idle time. Less transport costs. Minimum inventory.***

The Leanest Distribution System orients itself on the model of lean production and is an optimization technique for newspaper distribution to effectively save costs and time. It reduces management risks because it optimizes distribution on the very basic user level. The major components are: **1. Database** – The database contains subscription data of the distributors and gets updated just-in-time, efficiently managing subscriptions. The database meets global software standards and is fully scalable for future developments. Acquired user data can easily be cross-combined with other data sets. **2. Digital means of transportation (Internet)** – The use of Internet as distribution channel significantly reduces transport costs and allows to minimize transport time to an absolute minimum, on a global scale. The use of Internet circumvents issues of weather conditions, customs, national transport system discrepancies and much more. Also the Internet is shared by many users and consequently the transport costs are shared with all participants of the Internet, reducing unique companies' investments even more. **3. Decentral printer and local distributor** – The distributors own the very printer, where the newspaper (in this case THE SPUTNIK GAZETTE) is printed on. As owners they feel a very close responsibility for this tool, which reduces down-time and makes them to manage a very cost effective use of material, e.g. paper, toner. They also own and pay a decent internet connection and e-mail address. The distributors print out a number of copies with the only limitation of dependency on the usual printer format A4/ Letter. They distribute them at places that seem logical from a local point of view, which significantly reduces the risks of distributions losses as in more centralised models.

The Leanest Distribution System allows to avoid overproduction, reduces transport costs, minimizes idle time and works with a minimum inventory. The targeted users are special interest groups, where successful participation in the communities' activities is the major incentive. It is advisable to cross-combine LDS with the visible use of **Open-Source-Software** to reduce software costs and enhance street credibility.



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