

# Magazine 33

## Case Study on how Same-Page.com eStudio cloud computing tools helped organize editorial team and increase productivity

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Productivity, promptness and precision are key requirements in the editorial world. Frequent deadlines for articles, photos and videos keep the writers and photographers of Magazine 33 busy enough without having to deal with email confusion and miscommunication. In order for teams to stay organized and on the same page, the editorial staff uses Same-Page.com cloud computing to stay on track.

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### **Situation**

The staff of Virginia-based music publication, Magazine 33, needed to improve the way they communicated and collaborated with each other. Before using Same-Page.com, Magazine 33 staff used email to communicate, schedule deadlines, work together on stories and send photos. Founding Partner and President Heather Mullican realized that in order to increase productivity, she would have to employ a new collaboration method.

### **Solution**

Same-Page.com eStudio modules including Projects, WorkSpace, and the Calendar assist the Magazine 33 staff with organizing documents and schedules. "Trying to get the job done through email was ridiculous," said Heather Mullican, founding partner and president, Magazine 33. "Same-Page.com eStudio tools really allow us to make the most of our time."

On Same-Page.com, Magazine 33 uses the eStudio suite to:

- Download, view and upload articles and photos
- Collaborate on projects
- View calendars of staff and events
- Schedule meetings and deadlines
- Reduce email clutter and confusion

### **Benefits**

Same-Page.com eStudio cloud computing tools provide the following key benefits to Magazine 33:

- Improved communication
- Effective time management
- Increased productivity
- More organized and less stressful work environment



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### **Customer Profile**

Magazine 33 is all about *Bringing the Local Scene to the Mainstream™*. With the oath of "No Bad Press," and teams of talented writers and photographers, Magazine 33 strives to support independent music of nearly all genres through exiting articles, photos, and videos. Learn more at [www.magazine33.com](http://www.magazine33.com).

### **About Same-page.com and eStudio**

Same-Page.com, <http://www.same-page.com>, is the developer of eStudio, a powerful suite of collaboration software for small businesses, non-profits, government agencies and entrepreneurs. Every day thousands of people log in and depend on eStudio to share files, schedule events, meet deadlines, assign tasks, centralize feedback, have web meetings and get on the same page with clients and consultants. For more information, visit [www.same-page.com](http://www.same-page.com).

*"Same-Page.com tools really allow us to make the most of our time."*

Heather Mullican  
Founding Partner and President  
Magazine 33