

JP/Politikens Hus Consolidate Print Planning with PLANPOINT X1

In 2025, leading Danish news publisher JP/Politikens Hus set out to ensure their printing technology would mirror their digital evolution. The goal was clear: Transform print planning into an integrated, consolidated component of a modern, digital-centric infrastructure.

“We went looking for solutions that in essence should solve the same core tasks as we’ve been doing with print for decades, but in an automated, consolidated and fully integrated way using a modern secure platform”, says Søren Etlar Frederiksen, Project Manager at Digital Development and Technology at JP/Politikens Hus in Copenhagen.

Building on a long-term partnership

The decision was driven by a 20-year partnership with Integration X. Having already utilized the ADPOINT system for print and digital creative management and successfully migrating it to the cloud, the transition to PLANPOINT X1 was a logical progression.

PLANPOINT X1 is a SaaS based platform for automated planning and pagination of newspapers and magazines. Fully integrated with the order management system and the editorial or content management system, PLANPOINT X1 offers rule-based planning designed to minimize or even eliminate, the need for manual ad placement.

“PLANPOINT X1 runs on the same platform as ADPOINT, which gives us an immediate opportunity to benefit from obvious synergies - a single solution for ad material handling and planning, serviced by one vendor” Søren Frederiksen explains. “The flexibility of a “Planning as a Service” model allowed us to simplify our tech stack while maintaining existing and well-proven integrations. It was a good step in the right direction, allowing us to improve internal consolidation while not having to change other moving parts in our workflow.”

Thorough testing and fast-paced project

For a publisher of this scale, reliability and availability is non-negotiable. JP/Politikens Hus conducted an exhaustive testing phase involving stakeholders from across the business. Some of the focal points were to ensure PLANPOINT X1 automation features were delivering the promised time-savings and that the flexibility of downstream integration to the editorial solution proved strong and flexible.

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Søren Etlar Frederiksen
Project Manager,
JP/Politikens Hus





Despite the rigor testing, the implementation was swift, taking only 14 weeks from start to first publication. The PLANPOINT X1 rollout was executed in stages with the Ekstra Bladet masthead going live in December 2025, quickly followed by Politiken, Jylland-Posten and seven regional weekly titles.

Productivity is a moving target

Beyond replacing legacy tech, the shift has introduced automation to the publisher's workflow, resulting in what Søren Frederiksen describes as a "reasonable ROI".

"PLANPOINT X1 provides us with tools to quickly and easily track page production and to handle last-minute changes. And while we have already been able to improve our productivity with PLANPOINT X1, we regard it to be a moving target, even in print production".

Partnership yields improvements for all

Søren Frederiksen emphasizes that the partnership with Integration X is regarded as a huge benefit for both parties. He explains: "Early in our evaluation process, it was clear to us that the solution was designed to serve a diverse set of Integration X customers, and that JP/Politikens Hus would be able to benefit from a strong and standardized, yet flexible, solution. It was therefore a valuable process for us as we could benefit from the experience of some major publishers in Europe and beyond".

"On the other hand, we also work together with the vendor to specify and test new features that may grow out of our needs, but that certainly has broad interest for all PLANPOINT users. One example is a new feature for inventory check as well as a supplementary design for a plan overview, which will be implemented in the near future" Søren Frederiksen concludes.

About JP/Politikens Hus:

JP/Politikens Hus is one of Denmark's leading media companies. They publish several news media, and their activities include publishing houses, weekly newspapers, and niche media. Every month, they reach 3 million Danes.

More information: <https://jppol.dk/en>

About Integration X:

Founded by Christian Wermuth in 1998, Integration X A/S is a privately held, Danish Ad Tech company. We provide a platform that automates ad creative management (ADPOINT X1) as well as display and classified page planning for newspapers and magazines (PLANPOINT X1). Among our customers are some of the world's leading publishers spread across 4 continents.

More information: <https://integration-x.com>

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