

Enhanced Customer Service and Product Innovation for Telegraph Media Subscribers

Capgemini implements Software-on-Demand for improved subscriptions management

The Situation

The Telegraph Media Group (TMG) publishes some of the most widely circulated newspapers and magazines in the United Kingdom, The Daily Telegraph and The Sunday Telegraph, and the UK's fastest growing quality newspaper website (www.telegraph.co.uk). Its ethos is 'to provide quality content to customers, when they want it, on a platform they want to receive it on'.

TMG's legacy system for subscriptions was a ten-year-old solution which made any product development or innovation difficult and time-consuming. TMG sought to improve its service to customers by enabling its call centre teams to quickly and easily open or modify subscriptions. They were also seeking greater speed and flexibility in launching new products, greater support in running targeted marketing campaigns, and the ability to meet the rapidly changing requirements of the media industry.

The Solution

Capgemini and TMG worked in collaboration to design and implement a new system based on the Software-as-a-Service (SaaS) model. The new solution is based on the on-demand services from salesforce.com, the market leader in SaaS applications, and also includes on-demand financial applications from Payonomy, a salesforce.com application partner. The Capgemini team was responsible for the design, configuration and systems integration of the solution which involved integrating both the on-demand applications and the TMG core applications. This subscription management solution is the latest application of TMG's overall IT strategy of moving to 'on demand' services wherever possible. The system replaces TMG's older in-house application and includes new CRM, website and financial management facilities.

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Paul Cheesbrough,
Chief Information Officer
TMG



The Result

The new system will be used to manage subscriptions to The Daily Telegraph and The Sunday Telegraph, and for TMG's subscription-linked products and services ranging from books, theatre tickets and holidays to insurance policies, investment products and homes abroad.

There are three main benefits to TMG's engagement with Capgemini on this project:

- In evolving the technology in use at TMG, user experience has been significantly improved. Using the latest web-based business applications allows for a richer, more engaging and intuitive experience. Using smarter interfaces, the business can adapt to changing market requirements and get its products and services to market with greater speed and efficiency
- The flexibility of the solution uses a standardised set of tools and processes, allowing future builds or changes to be easily implemented, as staff will not require retraining
- With no on-premise or physical infrastructure, all technology is instantly updatable and backed up regularly.

How TMG and Capgemini Worked Together

TMG selected Capgemini for the project based on its experience in the media industry, track record of successful SaaS implementations, status as a salesforce.com preferred partner and the Rightshore® delivery model, which aims to offer the right resources in the right location at competitive cost.

Capgemini managed vendors and the delivery of services and were responsible for the design, build, testing, deployment, and the migration of TMG's old systems to salesforce.com.

Capgemini used the Deliver™ methodology adapted for SaaS implementation to ensure that tight timescales were met. TMG managed

the business and user transformation, working with employees to standardise the internal requirements for change. The strong collaborative approach between the two partners meant that the change to the business and to the users was managed in tandem with the technology change, allowing both to be ready for the switch at the same time.

To design, build and commission a new end-to-end CRM cloud solution took just six months. Whilst such short timescales are ordinarily impossible to reach when moving from on-premise infrastructure to the cloud, TMG and Capgemini proved it is possible by implementing strong working processes for the project. The evident success of the project demonstrates once again the power and capability of on-demand solutions and

the business benefits that organisations can achieve by moving to SaaS – benefits that include rapid results at an attractive cost. In short, during these six months, Capgemini has helped TMG to drive efficiencies and new ways of working.

Paul Cheesbrough, Chief Information Officer at TMG comments on the partnership as follows: *“By working with Capgemini to implement software-on-demand we have been able to achieve a state-of-the-subscription management system in just six months. We have also minimised the upfront funding required and we are confident of seeing a positive return on our investment in months rather than years.”*



About Capgemini and the Collaborative Business Experience™

Capgemini, one of the world's foremost providers of consulting, technology and outsourcing services, enables its clients to transform and perform through technologies. Capgemini provides its clients with insights and capabilities that boost their freedom to achieve superior results through a unique way of working, the Collaborative Business Experience™. The Group relies on its global delivery model

called Rightshore®, which aims to get the right balance of the best talent from multiple locations, working as one team to create and deliver the optimum solution for clients. Present in more than 30 countries, Capgemini reported 2009 global revenues of EUR 8.4 billion and employs 90,000 people worldwide.

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In collaboration with

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Telegraph Media Group Limited operates as a newspaper publisher in the United Kingdom. It publishes telegraph.co.uk; The Daily Telegraph; The Sunday Telegraph, including Stella and Seven magazines; and The Weekly Telegraph.

The company is based in London, the United Kingdom.