

Requirements

- KPIs measuring all aspects of the business
- Data extraction/speed
- Flexible changes/delivery

Benefits & Results

- More efficient reporting; “single version of the truth”
- Single database for operational and financial data
- Flexible deployment on the cloud with full feature-rich functionality as on-premises

“The ability to combine operational and financial data means we can track and analyze daily performance to maximize revenue and customer value. We now have the insight to make the right business decision at the right time.”

Ishfaq Is-haq

Head of Performance Management

The Result and Benefits

By using CCH Tagetik Analytics and Microsoft SQL and BI, Johnston Press has unlocked the value of its data. The company can create reports with data from all databases side by side seamless for the end user and report consumer.

Integrating operational and financial data, the company can now:

- Track and analyze daily performance, both to improve operation efficiency and gain powerful insights into customers' behavior
- Accelerate strategic planning and budgeting
- Adjust field tactics to improve performance based on its analysis

Johnston's reporting has also become more efficient. The company uses KPIs to track data for new, lapsed and returned customers, customer conversions from print to online media, and average order value—as well as to measure metrics such as title performance and audiences. Also, it can compare individual customer spending by product, and it can compare spending month to month, as well as month to the same and prior month last year.

In addition, the company uses Microsoft SharePoint and the CCH Tagetik Analytics Portal to give users from both inside and outside the Office of Finance access to financial and operational reporting — disseminating information to a broader audience for better collaboration. The CCH Tagetik solution has enabled Johnston Press to gain better insights and information from data, and make decisions that impact its strategic goals. In short, CCH Tagetik is helping Johnston Press take control of the rhythm of the business, running all financial processes and analytics on one unified, cloud-based financial performance platform.

About Johnson Press

Johnston Press plc is one of the top community media organizations in the United Kingdom and Ireland – both in print and online. It employs nearly 4,000 employees in 160 locations around the UK, the Isle of Man and Ireland. The company serves hundreds of communities across a variety of channels, providing access to local information. Johnston Press delivers unique content created by teams of experts living in the cities, towns and villages where it publishes. Its coverage of local stories and events is extensive across all media, resulting in significant market reach. Digital content and services are at the heart of the company's strategy.

About Wolters Kluwer | CCH Tagetik

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