

Johnston Press PLC



CASE STUDY

Company

Johnson Press plc

Industry

Media – Print & Digital

Uses of CCH Tagetik

- Corporate Performance Management on the cloud
- Forward-looking view of performance based on current plans and resources
- Reporting actual performance against budgets, forecasts and year-to-year performance

CCH Tagetik Implementation

- Deployed on the cloud
- Processes: management reporting, budgeting, forecasting and reporting
- BI dashboards, scorecards and ad-hoc analytics reporting
- Integration with Microsoft BI and collaboration tools

“CCH Tagetik has helped us develop a rhythm in our business cycle. It has supported our need to gain more insight and information from our data, and we’re using it to make decisions that positively impact our strategic goals.”

Ishfaq Is-haq Senior Manager of Financial Reporting and Consolidation

The Challenge

The multimedia industry is undergoing unprecedented change. Johnston Press is adapting its business strategy and operating model to take full advantage of the ever-evolving landscape in which it operates. The company's challenge: developing and implementing best practice tools and methods to better execute its strategy. This includes simplifying and standardizing operations by using processes and state-of-the-art technology to improve insights into performance.

Among the company's objectives: Johnston Press needed to connect the strategy setting and strategy execution processes identified through the “rhythm of the business,” a new way of working aimed at giving time and structure to: better execute the business strategies, clarify the purpose and “rhythm” of each key forum, and ensure that performance against objectives are monitored and corrective action is executed in an efficient and agile manner. This has allowed management to focus on the activities that have the biggest impact on performance.

The Solution

CCH Tagetik's Performance Management software was at the core of Johnston Press's initiative, first serving as the basis for board-level discussions, then building the high-level plan and allowing for what-if analysis. Choosing to deploy on the cloud greatly reduced the IT resources and infrastructure needed to deploy and maintain the application. CCH Tagetik's solution also utilizes Microsoft's SQL Enterprise Edition and BI services (SQL Premium) to surface underlying data from multiple sources and gain a “single version of the truth.” The software sits atop the company's customer and financial database, consolidating all financial and non-financial data in one source. This enables Johnston Press to better execute against strategic objectives and financial targets.



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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 or 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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