



# Innovative, Cost-Effective, On-Demand Newspaper Subscription Management with Informatica

Leading British media group relies on Informatica Data Integration Cloud Services to report on 340,000 newspaper subscribers.

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## FAST FACTS

### BUSINESS INITIATIVES

- Support cloud computing decision making
- Accelerate time to value for Salesforce CRM

### TECHNOLOGY STRATEGY

Implemented Informatica Data Replication Cloud Service to access and analyze Salesforce data relating to newspaper subscriptions, while ensuring consistent, accurate, up-to-date, and integrated data from Salesforce.

“With Informatica, that integration process only took Telegraph Media Group two days, compared with two weeks. That faster time to market means the team is productive faster—and that ultimately results in more effective subscriber management and reporting.”

— Stephen Brown, technical architect, Telegraph Media Group

## Consider The Telegraph Media Group Dilemma

Cloud computing is a game-changing technology shift. It enables organizations to quickly deploy critical applications without the time, cost, and resources often associated with on-premise systems. Telegraph Media Group—publishers of leading quality U.K. newspapers such as The Daily Telegraph—is journeying into the cloud, using salesforce.com to support its newspaper subscription business. But one thing was missing: advanced operational reporting on integrated data from Salesforce and other systems, which was critical for better business decision making.

By standardizing on the Informatica® Data Integration Cloud Services, true software as a service (SaaS) applications designed for business-user self-service, Telegraph Media Group has the flexibility to access and analyze Salesforce data relating to newspaper subscriptions, while ensuring consistent, accurate, up-to-date, and integrated data from Salesforce and other systems. With data replication deployed in two days, compared with an estimated two weeks for a traditional on-premise data integration appliance, Informatica’s multitenant on-demand services are inspiring faster, more accurate decision making based on timely, trusted subscription data and have helped improve collaboration between the business and IT. All of the benefits of cloud computing are there too: New features are available immediately without complex software upgrades, the company pays only for the computing power it needs when it needs it, risk is reduced, and the total cost of ownership is lowered.

## Get Up and Running in Less Time—With Data Integration as a Service

Here's some good news to come out of the economic downturn: more and more organizations are experiencing the benefits of cloud computing and the software as a service (SaaS) delivery model. The shift to cloud computing represents a low-risk route to infrastructure or applications management, such as customer relationship management (CRM). There are no large up-front costs in hardware or software, maintenance and upgrades are seamless, and training time is minimal thanks to easy-to-use Web-based interfaces typically designed for nontechnical line-of-business managers to use and administer. With cloud computing and the growing adoption of SaaS applications, organizations pay as they go and they get up and running in less time—typically in days or weeks versus the months or years associated with some traditional on-premise software.

One company taking advantage of this profound shift in the technology industry from client/server technology to cloud computing is Telegraph Media Group in the United Kingdom. The company publishes The Daily Telegraph and The Sunday Telegraph newspapers, the Telegraph.co.uk Web site, and various magazines. The Group's flagship title, The Daily Telegraph, is the biggest selling British quality newspaper, with a certified average daily circulation of 835,419 (ABC: June 2009)

Telegraph Media Group has deployed Salesforce as part of its cloud computing strategy to drive growth in its newspaper subscription base and simultaneously provide more responsive ways of adding more value to its Web site audience at [www.telegraph.co.uk](http://www.telegraph.co.uk).

The initial Salesforce deployment is concentrated on the newspaper subscriber base. Up to 350,000 readers are already subscribers to The Daily and The Sunday Telegraph, for which they receive a discount on the full cover price and a package of benefits, including offers, discounts on leading brands, and invitations to VIP events.

## Advanced Reporting for Salesforce Users

In a bid to facilitate strategic business decisions and improve overall operational control of its newspaper subscribers, Telegraph Media Group is constantly adding, deleting, and modifying objects, fields and functionality in Salesforce. As a result, the underlying application schema changes regularly. For most integration tools, this creates an ongoing stream of rework to keep an up-to-the-minute copy of Salesforce in a local database for integration and reporting purposes. Many organizations need to join many objects together and often need to join external data sources to meet their operational reporting and analysis requirements. With a combination of Salesforce open API architecture and Informatica's Self-serve integration tools, a Salesforce administrator can use any number of reporting tools like Crystal, Cognos, etc. to solve for the most complex real time reporting requirements.

According to Stephen Brown, technical architect, at Telegraph Media Group, this desire for a more flexible reporting capability drove the company to look at Informatica. "We had six months to develop and deploy Salesforce—and all of our efforts during that time were concentrated on reaching the go live date, and less attention was paid to how we would manipulate the data to and from the cloud and ensure that external feeds were maintained. Aware that we had complex reporting requirements and that Salesforce offered real time access to data/schema changes, we contacted Informatica. Everything pointed to it being the right decision: the hosted environment means that when we develop new features, they're immediately available without the need for complex software upgrades. The multitenant architecture ensures boundless bandwidth and scalability. And Informatica's Data Integration Cloud Services can be deployed extremely quickly, with us only paying for what we need when we need it."

## No Hardware Configuration, No Regular Upgrades— Minimal Business Risk

Live for one year, Informatica Data Integration Cloud Services are being used to replicate subscription data for reporting and analytics applications. The easy-to-use, automated solution captures changes to Salesforce data via an intuitive Web-based interface. There is no hardware or software configuration, new release upgrades are automatic, and because it is based on the market-leading Informatica data integration platform, there's minimal risk. With the Informatica Data Integration Cloud Services, Brown and his team are taking advantage of more accurate, timely, and trusted reporting of the cloud-based subscription data. For example, they can move the data extremely quickly, join multiple objects together, and join external data.

Reflecting Telegraph Media Group's visionary approach to cloud computing, the company has deployed the Informatica Data Integration Cloud Services in conjunction with an Amazon Elastic Computing Cloud (Amazon EC2) Web service for their reporting database. This simple Web service interface presents a true virtual computing environment, allowing the team to launch instances with a variety of operating systems, replicate them into the custom CRM environment, manage network access permissions, and run the Salesforce image using as many or few systems as necessary. "I'd advocate using Informatica and Salesforce with Amazon EC2 to any organization looking at cloud computing," says Brown. "It's a better use of virtualization technology and allows Telegraph Media Group to obtain and configure capacity as it is needed. It changes the economics of computing by allowing us to pay only for capacity that is actually used."

By virtue of Informatica technology, Telegraph Media Group now has access to comprehensive reporting for operational requirements and decision making. Among many reports, the subscription management team can receive regular reports into numbers of subscribers, their profiles, and their entire subscription history. The team can examine the impact of marketing campaigns aimed at driving up subscription rates—how many new subscribers were targeted, how many were acquired, and what their requirements are. And they can identify new business opportunities such as highlighting lapsed subscribers and targeting them with new promotions. Subscriber data is also extracted and sent to the third-party business partner responsible for printing the personalized subscription vouchers subscribers use when they buy their newspaper.

## Integration in Two Days Compared with Two Weeks

The biggest advantage of using a true SaaS-based approach to data integration has been the speed of deployment. Brown explains, “If we had used a traditional approach to data integration, it would probably have taken us at least two weeks to sort out the server and the database and execute the integration. With Informatica’s Data Integration Cloud Services, that integration process only took Telegraph Media Group two days, compared with two weeks. That faster time to market means the team is productive faster—and that ultimately results in more effective subscriber management.”

There are other advantages. The Web-based, AppExchange-certified Informatica solution is proving extremely easy to use and to access. From easy-to-follow “wizards” that guide the team through the configuration, mapping, and scheduling processes to intuitive drag-and-drop mapping tools, the environment couldn’t be more straightforward. Informatica is also helping to inspire improved collaboration between the business and IT, according to Brown. “Managers no longer complain they’re not receiving the business intelligence they need to make decisions,” he says. “In fact, I haven’t needed to speak to the business for a few months. This gives me more time to innovate the cloud computing system and drive more value out of it.”

He concludes, “Our strategy at Telegraph Media Group is all about innovation. Previously, 70 percent of effort was devoted to operational issues, and 30 percent to innovation. Informatica and other cloud models like the Amazon EC2 infrastructure are helping to turn the tide on this—and shift the business to 70 percent innovation and 30 percent operational. With Informatica Data Integration Cloud Services, we have the tools, the time, and the flexibility to innovate.”

## BENEFITS

- Deployed in two days, compared with two weeks for a traditional integration solution
- Inspired faster, more accurate decision making based on timely, trusted subscription data
- Proved extremely easy to use and to access
- Supported improved collaboration between the business and IT
- Freed up more time to devote to innovation—not operational issues
- Ensured new features immediately available without complex software upgrades
- Provided limitless bandwidth and scalability
- Allowed the company to pay only for the computing power it needs when it needs it
- Reduced the risks of data integration

## NUTS AND BOLTS

- Solution: Data warehousing
- Product: Informatica Data Integration Cloud Services
- Source: Salesforce CRM
- Target: MySQL Server database on Amazon EC2 Web service



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