

## News UK

### News UK: Better Data Used in Campaigning

#### News UK Creates a Single Version of the Truth

News UK is a large London based news organization with two major brands, each consisting of multiple products, services and subscriptions:

- Daily & weekly printed publications
- Digital content subscriptions

Other subscription services include: Currency Exchange, Online Shopping, Crossword Club, Automobile Club, Diet and Exercise Program, Educational Service, Fantasy Sports Club, Wine Club, Dating Service, and Career Services.

In the fall of 2014, News UK tasked Aperio CI with the challenge of building a data warehouse that would replace an existing system, SkyIQ. SkyIQ was managed by a separate vendor that had removed support for the product. The data warehouse was to be used by News UK to support business intelligence analytics as well as the back end database for a Unica campaign tool.

### Key Benefits

- Greatly Improved Performance
- Reduced Operational Costs
- Increased the offer take-up rate and provided accurate analytics

### Why Aperio CI

- Phased Deployment – Minimized Risk
- Design and Project Management Expertise

## A Single Version of the Truth

The challenges for Aperio were as follows:

- News UK had previously decided on the hardware/software to be used in the new solution.
- The selected technologies did not integrate seamlessly.
- News UK did not have resources trained in the chosen technology.
- Their customer data was isolated within each specified product, preventing them from having a consistent view of customers across their entire product portfolio, which limited their analytics and marketing capabilities.
- Analysts were unable to provide accurate answers to simple questions such as:
  - “How many total customers do we have?”
  - “Which products does this customer buy from us?”
  - “Is this Wine Club customer the same as that Fantasy Sports Club customer?”
  - “What do I know about the customer who is currently on the phone with our call center?”
- Their support agreement with the legacy system vendor (SkyIQ) was ending on December 31, 2015 and could not be extended. All legacy data had to be migrated and the new system needed to be fully running in production no later than December 7<sup>th</sup>.
- News UK needed to continue campaigning without interruption.

“Aperio simplified the data model to meet our business needs.”

## The Aperio CI Approach

Our philosophy at Aperio CI is to do the grunt-work to understand three key pieces of information on any data project:

- What function the legacy system provides to the business
- All available data feeds to the new system
- End user requirements

In order to succeed, we performed an in depth analysis of the legacy system “SkyIQ” so that we knew how it operated, understood the feeds that supplied the system, and identified the key functionalities the user would need to retain in the new solution. Armed with this information, Aperio CI was able to mitigate the risk of the short timeframes by providing the campaign team with enough information to continue normal operations while the new solution was being constructed.

In parallel with the above, Aperio CI began the task of analyzing all available data feeds. This includes the file naming conventions, format, record lengths, key fields to be used in the relating information and key values to be supplied to the end users or support other metrics. This analysis was used to support the creation of the ETL process.

While the above was taking place, the project management group at Aperio CI was determining the end user requirements for both analytics and campaign management support.

Once the final system was deployed, the final step was to train News UK resources to both support and maintain the system.

“With Aperio CI’s approach to understanding and transforming data, we were able to decommission the old legacy system on time and within our budget”

## Clear Benefits

Aperio CI successfully decommissioned the legacy system and deployed the new solution on time and 10% under budget. The benefits realized by News UK with the new solution were clear:

- Improved performance
- Reduced operating costs
- Increased the number of marketing campaigns
- Increased the campaign offer take-up rate
- Provided consistent and accurate analytics and reporting across the organization.

News UK is currently executing all marketing, analytics, and reporting via their new data system.