Case Study | CMS

Modernizing Publishing Platform for Media Industry

About Client

A Leading newsgathering organization in Boston, Massachusetts that provides commercial printing, inserting and delivery of media.

Technology Used

Java, HTML, CSS, Genesys Angel, jQuery, JSF, Oracle Database, MySQL

Business Benefits

- Modernizing Publishing Platform
- Efficient Workforce Management with IVR application
- Cost benefit due to low maintenance
- Solution availability over 6 Languages
- Improved Productivity
- Quick turnaround time

Business Challenges

- Commercial partners are looking to reduce labor costs, improve production and logistics quality, while maintaining their competitive edge in editorial, circulation, and advertising
- Report Generation through Manual process
- Solution for managing the shift timings of their temporary resources. They were using an excel based system for shift and work allocation
- Their existing Content Management System platform has over a period of time has become inflexible in scaling their web operations

Solution Provided

- Commercial Works - Interface to create and maintain Accounts, Orders, Reports, Soft Proofing, Users, Roles, Groups, Publications, Permissions and Notifications. It provides the functionality of Single account access, Communication channels, Soft Proofing, Preprint advertising ordering and receiving, Real-time and archived reports
- Paper Works - Report generations through RESTful Web Services
- Employee Shift Schedule - Developed an IVR based hosted workforce management solution to manage their temporary resources
- Improved their business process, by reengineering their existing solution to a state of the art CMS and helped them in slowly phasing out their 10 year old CMS to a modern Single Editorial System

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