



ASSOCIATED NEWSPAPERS LIMITED

The management company for five major U.K. newspapers: Daily Mail, The Mail on Sunday, Evening Standard, Metro, and Ireland on Sunday.

Industry: Media

Geography: United Kingdom

Deployment Summary

- TIBCO's enterprise application integration (EAI) software integrates core systems at ANL including accounting, advertising sales, circulation support, production and publishing, and data warehousing.
- The data warehouse and TIBCO's business activity monitoring (BAM) software enable reporting and trend analysis.
- TIBCO's portal software offers centralized and personalized access to information and applications.

Benefits

- Application integration greatly reduces maintenance costs, improves infrastructure reliability, and enables different groups to share information in real time.
- TIBCO software enables powerful business monitoring and reporting and live real-time views into all stages of the publishing process, which allows ANL to improve its operational performance.



"TIBCO is fundamentally changing the way we conduct business at ANL. Real-time business integration has increased the availability of information, dramatically improving our ability to make better and faster decisions. In particular, TIBCO's BAM software will help us continually monitor and improve our operational and financial performance."

Allan Marshall, Group Technology Director, ANL

TIBCO Improves Access to Information for Associated Newspapers Limited

Associated Mediabase (AMB) is the IT division of Associated Newspapers Ltd. (ANL), a company that manages several major U.K. newspapers: Daily Mail, The Mail on Sunday, Evening Standard, Metro, and Ireland on Sunday. For the past ten years, ANL has led the U.K. market in both circulation and advertising sales with its highly regarded newspapers and other publications.

To support publishing operations, five major IT systems are in place at ANL: advertising, circulation, editorial and production, digital media, and accounting. The infrastructure supporting these mission-critical systems was made up of an eclectic combination of legacy, outsourced, and third-party software packages, as well as applications from trading partners and acquired companies. Prior to 2000, ANL connected these heterogeneous systems using dozens of point-to-point interfaces – resulting in an inflexible, spaghetti-like architecture that was costly and difficult to maintain because it required specialist technical skills, with many single human points of expertise. Allan Marshall, managing director for AMB and group technology director for ANL, saw room for improvement.

"Freshness of the information in the newspaper is a key competitive advantage for ANL," Marshall says.

"Our vision is to deliver the latest, personalized news to our subscribers. This vision requires a robust real-time integration infrastructure."

EAI reduces costs and enables access to real-time information

AMB set a goal to deliver flexible, real-time integration of core systems to ANL by the end of 2003. The company selected TIBCO for this undertaking based on TIBCO's visionary leadership in the area of the real-time distribution of information across incompatible systems, breadth of product offering and its reputation for developing supportive partnerships with customers.

"We evaluated top vendors in the integration space and selected TIBCO knowing that we were getting one of the most complete solutions available," Marshall says. "We also felt that TIBCO will be our partner – not just a vendor – to make us successful with our initiatives."

In 2001, AMB deployed TIBCO's EAI software to enable heterogeneous business applications to interact in real time via TIBCO's patented Information Bus™ architecture. Business integration has helped ANL to untangle its previously complex architecture by replacing point-to-point integration. TIBCO's software enables data to be relayed and analyzed within a common interactive environment.

"TIBCO's approach to integration and the real-time nature of the solution have increased the availability of information within ANL and dramatically improved our ability to react quickly to that information," Marshall says. "We have now fully automated the entire process, from booking an ad in telesales to invoicing, proof layout, and publication."

TIBCO's EAI software enables systems to share real-time information throughout all parts of the organization. For example, all advertising departments now are connected to a shared system, which facilitates cross-selling of different ANL products.

"This EAI project has greatly reduced maintenance costs while improving the robustness and reliability of our infrastructure," Marshall adds. "The TIBCO-based platform is highly fault-tolerant, which is a must for our mission-critical applications."

BAM and data warehouse software provide predictive trend information

AMB plans to use additional TIBCO products to further enhance access to – and analysis of – information at ANL. A recently deployed third-party data warehouse rationalizes historic and trend reporting across departments. ANL will integrate the data warehouse with one of TIBCO's BAM software products – TIBCO BusinessFactor™ – to provide management with a powerful real-time business analysis tool that will enable management to track key performance indicators. By leveraging a data warehouse, BAM provides the capability to track processes and measure performance – as well as forecast business trends based on historical context and real-time information.

"TIBCO is fundamentally changing the way we conduct business at ANL," Marshall says. "Real-time integration has increased the availability of information, dramatically improving our ability to make better and faster decisions. In particular, TIBCO's BAM software will help us continually monitor and improve our operational and financial performance."

TIBCO portal software enables centralized information access

In another move toward simplifying and standardizing information access, AMB has deployed TIBCO's portal software to build an enterprise portal that services all of its approximately 2,000 employees. The enterprise portal simplifies and standardizes access to information, applications and business processes throughout ANL.

ANL expects to see an increase in productivity by providing personalized browser-based access to the systems that employees use to perform their jobs. The TIBCO-based portal will serve as a communications tool to help improve working relationships among departments. The portal integrates seamlessly with ANL's search application and the data warehouse to allow production and viewing of the enterprise management reports.

The portal will provide access to the information generated by TIBCO's BAM software to give employees a live snapshot of publication processes at any given point in time.

"Using TIBCO, we have met our integration goals and objectives – and in some cases vastly exceeded our expectations," Marshall says. "We find ourselves with an excellent foundation and framework, and we look forward to future operational improvements based on our use of TIBCO products."

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TIBCO Software Inc. (NASDAQ: TIBX) is the leading independent business integration software company in the world and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

www.tibco.com

Global Headquarters
3303 Hillview Avenue
Palo Alto, CA 94304

Tel: +1 650-846-1000
+1 800-420-8450

Fax: +1 650-846-1005