

Media and Publishing

Overview of Market

Media and Publishing companies today face many challenges. Whether a publisher, advertising agency, broadcaster or news agency, the rapid growth of digital broadband and mobile communications has revolutionised the way companies produce, manage and distribute content.

Customers are demanding lower prices, higher quality, faster lead times and constant innovation. Meanwhile, legislative and environmental compliance require greater focus and effort.

Media and Publishing companies are competing not only to attract new customers, but also to build loyalty and retention rates among existing customers. In the new digital age they are more involved with and interdependent on technology and telecommunications. These technologies create opportunities for unlimited profit and growth, while also presenting significant business challenges.

As a result, Media and Publishing companies are increasingly investing in information technology to streamline and control their processes and help deliver more for less. Through technology, Media and Publishing companies can efficiently automate and manage every aspect of their business.

Issues

With the industry transforming and developing at a breakneck pace, Media and Publishing companies must ensure they stay abreast of consumer trends and be able to react quickly to new opportunities. To control rising costs, Media

and Publishing companies need to produce, manage and distribute content efficiently, securely and cost-effectively. In addition, they must ensure that they retain and attract new customers through personalised, targeted marketing.

Media and Publishing Companies Need:

- Tightly integrated business systems and processes ensuring consistent customer service across all channels
- Streamlined financial management to allow greater efficiency and cost control across the business
- Accurate and reliable reporting, incorporating KPI reporting and automated alerts on any financial or business parameter such as brands, market share, customer retention levels and intellectual capital
- A central source of customer information, to capture all client interactions and help build strong relationships
- Technology that enables collaborative working and secure document management
- Ease of integration with other critical business systems and devices.

Solutions from Touchstone encompass the latest technology to help address these challenges:

Financial Management

Touchstone offers a suite of multi-language and multi-currency financial management applications that will deliver financial control, measurement and analysis right across the business. Our solutions are easy to learn and use, integrate with other business critical applications and deliver a fast return on investment.

Customer Relationship Management

Customer Relationship Management (CRM) solutions from Touchstone allow Media and Publishing companies to develop long-term relationships with customers and deliver consistent marketing across all channels. Use CRM to identify the most valuable customers and deliver superior and personalised service through better segmentation and alignment of product messages and offers.

Spend Control

Automating the procurement process greatly enhances productivity and control over corporate expenditure. Use e-Procurement solutions from Touchstone to streamline the ordering process and to reduce errors by automating and accelerating the processing of purchase orders, payables and invoices.

Document & Records Management

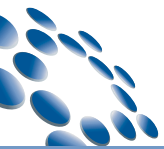
Document & Records Management Solutions from Touchstone enable collaborative working with advanced electronic capabilities. Inbuilt version control helps manage documents which may be subject to numerous edits or approvals. Documents can be categorised and published directly to the website or intranet for instant access by both internal personnel and any third parties saving time and money. Robust security ensures that companies can share information with each other and their clients whilst protecting critical information.

Business Intelligence

Solutions from Touchstone enable fast, accurate reporting across the entire business to improve business agility. Generate and distribute reports on any aspect of financial or operational performance. Create reports on many parameters and across multiple systems on, for example, sales by title, channel or region.

Integration

Our integration tools can help Media and Publishing companies to get more value from their existing systems quickly. Eliminate inefficient business processes and empower employees by releasing them from manual data entry and re-keying across multiple systems. Our solutions all have an open architecture allowing ease of integration with other systems.



About Touchstone Group

Touchstone is committed to providing software solutions and services to meet the unique requirements of the Media and Publishing industry. For more than 24 years Touchstone has worked closely with some of the UK's leading Media and Publishing providers to understand the challenges facing the industry and offer effective solutions to address them.

Our portfolio of solutions and services enables Media and Publishing companies to manage every aspect of their business,

from streamlining and optimising their core business processes, integrating disparate business systems, KPI analysis and project reporting, spend control, to time and expense recording and electronic document management, all of which enhance profitability in a fast-moving and competitive industry.

We have worked with over 60 Media and Publishing customers including the BBC, Associated Press Ltd, Reed Elsevier Group Ltd and Trinity Publications.