

International Publisher of Daily Business News

The Company is one of the world’s leading business news organizations. It is recognized internationally for its authority, integrity and accuracy in providing essential news, commentary, data and analysis for the global business community.

Business Opportunity

The Company underwent a big transformation from print to digital, with the new business model focused on subscription revenue in place of advertising revenue. The Company was looking for a solution to democratize BI throughout the organization and drive the Company in new directions. Objectives were to:

- Transition from an ad revenue-based business to a subscription revenue model
- Enable a deep understanding of subscriber base—who they are, content preferences, willingness to pay, etc.
- Provide organization with self-service analytics to make data-driven decisions

Technical Challenges

- Highly customized “spaghetti” of legacy applications in place
- Replace SSRS and Jaspersoft reporting solutions

Results / Outcomes

- 31% year-over-year subscriber growth
- Single view of customer
- BI adoption across the organization, reducing reporting burden on analytics team
- Creation of BI portal for business users to explore governed data sets in a self-service fashion

Why Birst?

- Robust integration with Salesforce
- Automatic aggregation of multiple data sources to provide a 360 degree view of the customer
- Easy to use self-service analytics capabilities



CHALLENGE -

Transform business to focus on subscription revenue model

RESULTS -

31%

YEAR-OVER-YEAR
SUBSCRIBER GROWTH

1

VIEW OF
CUSTOMER