



CONDÉ NAST | CASE STUDY

# CONDÉ NAST

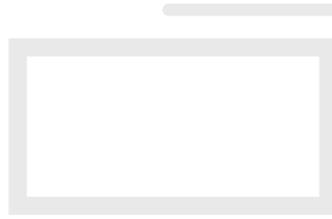
## SHORT OVERVIEW OF COMPANY

For more than 100 years, Condé Nast Britain has been synonymous with engaging, visually arresting and innovative publishing.

Today, the world's leading privately owned multimedia company continues to create the finest magazine brands in the world including Ars Technica, Brides, Condé Nast Traveller, Glamour, GQ, House & Garden, LOVE, Tatler, Vanity Fair, Vogue, Wired and The World of Interiors.

Condé Nast is a renowned, influential and fast evolving company dedicated to creating and distributing engaging, extraordinary content, across multiple platforms with a diverse portfolio - from the established print and website brands to our numerous new ventures such as video, events and education.

There are more than 750 employees in Condé Nast Britain and Condé Nast International's London headquarters.



## BUSINESS CHALLENGE THAT LED TO THE PROJECT

The publishing sector has been challenged over recent years by the changing habits of their customer, driven in turn by changes in technology. Millennials spending power is increasing, and social and mobile are capturing the majority mindshare. Declining advertising spend in print from the beauty sector has meant that Condé Nast needed to evolve their digital business to appeal to new audiences for existing publications and launch new digital titles and brands, but that was not without its challenges.

Their operational data and publishing assets were fragmented across several legacy platforms and were accessed via an array of custom apps and third party tools. This heterogeneous environment was creating cross-interdepartmental friction and inevitably, staff attrition. Condé Nast had to rethink the entire data platform to ready itself for the transition to digital. In addition to streamlining existing workflows, they needed to add the management of digital assets such as social, video, ecommerce and associated metadata. They also had to cut cost.

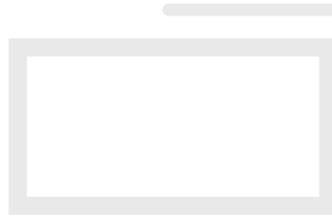
## WHY THEY SELECTED NCS

Technical diversity and experienced consultants were required to tackle Condé Nast's business challenges. The in-depth understanding NCS has of a wide variety of technologies, the NCS consultant's flexible nature, and adopting client business methodologies with ease made NCS services stand out from the rest. Unlike competitors, NCS supports their client's business not just their databases. In addition, domain expertise acquired addressing similar issues for other media clients has helped NCS to become an ideal partner for Condé Nast in organizing and streamlining their complex HW and SW environments.

## HOW THE PROJECT UNFOLDED

Financial and digital data was scattered across various platforms like HP Unix, RH Linux, Oracle Linux and MS Windows and in several database technologies like Oracle, OpenText and MS SQL databases, as well as data being accessed by custom built apps and numerous third party tools. Heterogeneous platforms to manage several third-party tools have taken their toll





on the team. Integrating financial and marketing data was a major challenge. NCS fully assisted Condé Nast in integrating their Oracle data with Salesforce CRM. NCS also consolidated the majority of the functionality into the Oracle Suite of tools like OVM, Oracle Linux, Oracle Apex, Oracle Forms and Oracle Middleware etc.

We consolidated the servers and recommended migrating the financial databases to MS SQL Server, to be in line with rest of the business groups policy. NCS mentored the major financial migration to Windows from Linux. NCS endorsed Oracle Apex Applications and revamped their SSO from their legacy, OID, to the latest AD authentication. After the consolidation, the business environment was served 24/7 by the NCS Technical support team with minimum on-site Consultants.

## WHAT UNFORESEEN CHALLENGES OCCURRED?

Upgrading the hardware and Oracle software became inevitable to comply with the license and support policies of Oracle Inc. Upgrading and supporting the integrations implemented by various third parties became a major challenge.

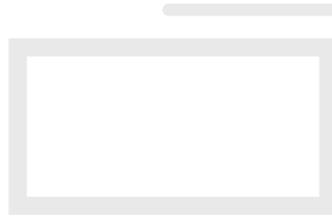
The withdrawal of support for the Java Plug-in in Chrome, Conde Nast’s recommended browser, led to NCS driving a new project to produce a standalone desktop solution using WebLogic 12. This was achieved inside a tight timescale and rolled out successfully across the company enabling business continuity.

## NOTABLE VICTORIES

A reduced technical footprint, a more cohesive architecture and consolidated views of UK and Europe region data have helped Conde Nast in achieving their goals.

A high quality business intelligence platform was implemented, utilising the power of the latest Oracle database technologies with a realtime intergration to SalesForce, the world’s leading CRM. This made the business transparent and helped the senior management in making informed decisions.





## WERE ANY EXPECTATIONS EXCEEDED?

Upgrading and migrating in a single go for the database and Middle tier infrastructure to version 12 was achieved with minimum down time and flawless.

*"NCS are extremely professional and have been able to meet and exceed expectations on a variety projects over a number of years. Their 24/7 support has provided us with peace of mind and they have proven proactive and efficient when the unexpected happens."*

Matthew Murphy, Business Systems Manager

## WAS THE PROJECT COMPLETED ON TIME AND IN BUDGET?

All testing and recommendations were completed in a couple of weeks before 'Go-Live' for individual projects but further Functional tests were run right up to the day itself for assurance purposes.

All the projects handled by NCS so far for Condé Nast have been completed within budget and delivered on time.

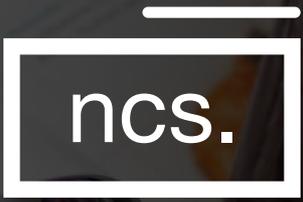
## WERE THE BUSINESS OBJECTIVES MET?

*"We are extremely happy with the service and support we have received from NCS throughout the project. They have met all the objectives set on time and within budget and have proven to have the flexibility and technical knowledge to overcome any unforeseen challenges that arise."*

Matthew Murphy, Business Systems Manager

## WHAT'S NEXT?

NCS is to continue working with The Condé Nast Publications Business Systems and Infrastructure teams on their strategic roadmap, implementing more significant recommendations to take advantage of the latest technological developments and help drive capabilities and efficiencies.



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