

A Media Industry Leader

Researching
with precision and accuracy

BUSINESS PROFILE

Industry

Media and Publishing

Geographics

Headquartered in the US, 15 bureaus worldwide, and nearly a dozen international editions, with a weekly circulation reaching over 20 million readers in 190 countries

Business Initiatives

Socializing and expanding libraries and collections

Inmagic Solution

Inmagic *Presto*

This publisher produces one of the top newsweekly magazines in the US, with over 4 million readers in the US and Canada, 15 bureaus worldwide, and nearly a dozen international editions. Globally, this magazine reaches more than 20 million readers in 190 countries.

Challenges

Magazine editors and reporters require access to up-to-the-minute news information in order to search and organize the content required to discover insights and produce speedy, thorough and accurate reporting. Journalists and editors must quickly validate and act upon research materials in many formats, often testing their ability to meet deadlines. Throughout their field experience, reporters gather information, acquire domain expertise, and store their information and knowledge locally, creating data silos around the world.

But that same information often overlaps across subjects such as global terrorism or climate change, which would warrant sharing that information around the world. The tools for navigating through the data must also lead users through discovery of information whose initial relevance may be unclear.

The company realized the need for a knowledge management solution that would enable it to easily leverage a diverse set of dynamic research materials including websites, RSS feeds, photos and social content to provide rapid access to quality sources for research and reporting. They needed a solution that would enable them to act quickly on real-time information, eliminate the research silos, and give them access to the research materials necessary to produce accurate, leading-edge journalism. The company's legacy system was already operating at maximum capacity and generating substantial custom development fees; it was clearly time to make a change.

Benefits

- Improved editorial communication
- Improved organizational productivity
- Reduced time for article development
- Reduced IT costs & dependency
- Maintain market leadership in a highly competitive industry

Solution

The company chose Inmagic® *Presto* to meet these many challenges and aid in maintaining its market leadership in this highly competitive industry. The *Presto* solution provided data access to the editorial staff, librarians and other research analysts to empower them with information in just a few days. The scalable software was able to easily handle the research demands – a significant improvement in editorial communications directly resulting in a decrease in time for fact checking and an increase in overall productivity. Working closely with Inmagic, the company focused on standard functionality and a simplified approach to data conversion. The company also leveraged the Inmagic Services team to accelerate employee training. The result was a rapid implementation – on time and within budget.

“ With *Presto*, the dynamic reporting, editorial and research needs of the organization are supported, enabling quick delivery of ground-breaking journalism. ”

Whether performing background research for a story, building a newspaper archive, creating an image database or a photo archive, or managing news feeds, *Presto* allows the company to easily create and maintain collections of information within one application while providing immediate access for its users.

Ensuring Leading-Edge Reporting

As a global media leader, the company's editors are in the business of providing news and commentary to their readers. This solution enables them to produce speedy, thorough and accurate reporting in a highly dynamic, competitive environment. As a result of better content management across the vast amount of research material, the editors can now more accurately and efficiently develop articles for the magazine. By extending the content access to the editors, the librarians are now more available to handle critical parts of the editorial process. With research silos eliminated and information now at their fingertips, content librarians better support the high-quality reporting standards while reducing the time necessary for editorial research. The company has discovered that with access to RSS feeds and vetted websites, *Presto* not only saves time but it increases the accuracy of its reporting.

Improving Editorial Productivity

In the newsroom, the benefits of accessing high quality research information translate directly to increased editorial productivity. *Presto* has made the research environment more collaborative by empowering the editors with direct access to materials. For these journalists, *Presto* serves as a research center that improves access to the diverse content used to develop stories and as the archive of articles, photos and covers. With *Presto*, the dynamic reporting, editorial and research needs of the organization are supported, enabling quick delivery of ground-breaking journalism.

Providing a Single Source of Truth

The vast resources available to today's media organizations challenge journalists to discover the relevant information which lies within. *Presto* provides powerful and flexible search capabilities to navigate through the enormous volumes of data and foster information discovery. To be productive, creative, and competitive, news organizations need a single, consolidated, 360 degree view of information regardless of its type or form. *Presto* provides this publisher with a single source of truth; an organized and searchable interface to internal and external information,

accommodating many disparate types of content, including documents, images, websites, RSS feeds, and social content such as blogs, online ratings, discussions and social tags.

Reporting with Confidence for the Future

The company foresees even greater operating efficiencies as it fully utilizes its broad information base, *Presto*, and staff experience to rank, prioritize and weigh the most valuable materials based on editor preferences. The magazine will further drive collaboration among editors and improve organizational productivity as they fully utilize the social technologies available in *Presto*, such as wikis, blogs, social tagging, and ratings. The editors can continue to expand their research and reporting with confidence – knowing that the magazine's business platform can easily support the demands of its reporting requirements around the globe.

INMAGIC® Enabling Social Intelligence

For more information on Inmagic® Presto:

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