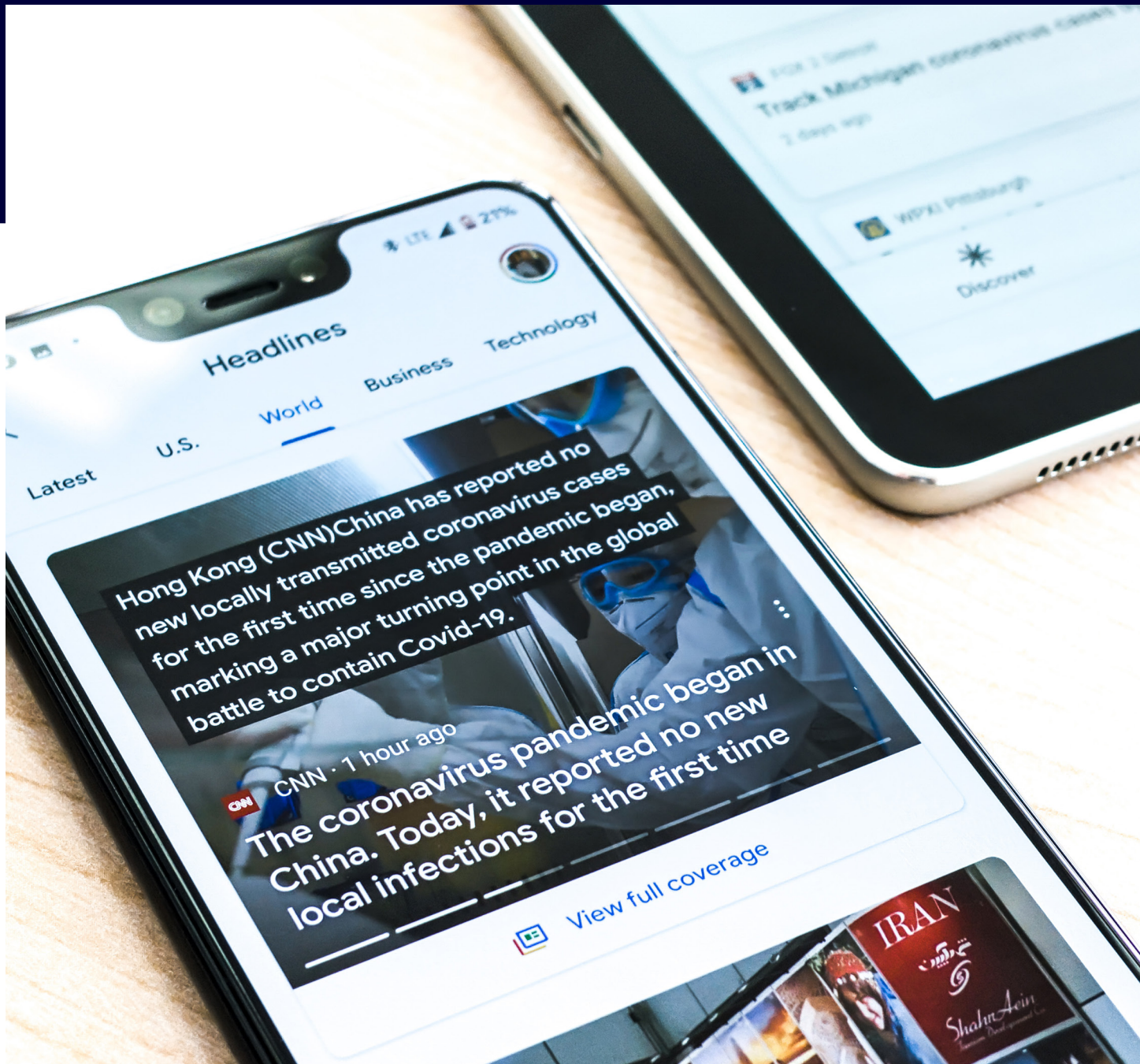




Persistent

salesforce

Digitally Transforming Media Powerhouse Frankfurter Allgemeine Zeitung



Our teams helped FAZ generate new monetization strategies based on existing customer data. The digital transformation also fueled process automation and increased productivity.

Challenges

Frankfurter, a printed newspaper in the digital age needed new monetization strategies while overcoming several challenges stemming from reduction in circulation numbers. Here's a quick look at what our teams were tasked with resolving together

- \ 62 functional components and 27 separated data bases resulted in an ultra-complex, difficult-to-navigate system landscape
- \ A consolidated view on customer was missing with customer data spread across several systems without integration
- \ Inefficient service case handling resulted in backlog of over 50,000 open support cases
- \ Missing product and offering definitions complicated the digital sales strategy
- \ New subscriptions were handled manually in 4 different systems, whereas e-Commerce was done via 13 unrelated web shops
- \ Marketing had no real access to subscriber data and segmentations were manually performed in separated ERP system

Solutions

Persistent introduced Salesforce products as the core tool in Marketing, Sales, Service and e-commerce to provide:

- \ A consolidated view on customer data and drastic reduction of efforts in daily-business
- \ A simplified product and sales process, and integrated product relevant systems with a goal to publish new digital products in 24 hours
- \ A system-wide single customer identity with Salesforce being the leading system in a highly integrated landscape
- \ Empowered marketing teams with the capacity to utilize all available data for automated campaigns based on Sales/Service Cloud, automated triggers from Commerce Cloud, and Adobe analytics integration
- \ Access to the service team for customer relevant information via Service Console and the ability to perform actions in integrated systems (ERP, SSO etc)

Outcomes

Persistent & Salesforce brought numerous capabilities to support Team Frankfurter and outcomes included:

Total cost-reduction in digital agency budgets and **self-reliant use** of Marketing Cloud.

Increase in email open and click rates

Performance increase in ad campaigns via **advertising studio**

Backlog of open service cases **completely resolved**

MVP of **new digital product** launched involving reduced number of systems, creating **30,000 digital subscribers**, incl. **real-time reporting** of subscription changes

About Persistent

Persistent Systems (BSE & NSE: PERSISTENT) builds software that drives our customers' business; enterprises and software product companies with software at the core of their digital transformation.

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