

Mark your calendar

**World Publishing
Expo 2013,**
7-9 October, Berlin



www.wan-ifra.org/expo2013

Media Port

IFRA Expo & Conference
29-31 Oct, Messe Frankfurt, Germany

**World
Publishing
Expo 2012**

Session:
Digital Innovations

Title:
**Digital Innovation and IT
Sourcing Strategy**

Speaker:
**Torben Lundberg, CIO,
mecom Group, UK**

Mecom Case Study:

Digital Innovation and IT Sourcing Strategy



WAN/IFRA, Frankfurt

October 30th, 2012



Torben Lundberg

Mecom Group CIO

Topics for Today

**About
Mecom**

**Mobile
framework**

eCommerce

**Social
buying**

**Sourcing of
digital IT**

**About
Mecom**

**Mobile
framework**

E-commerce

**Social
buying**

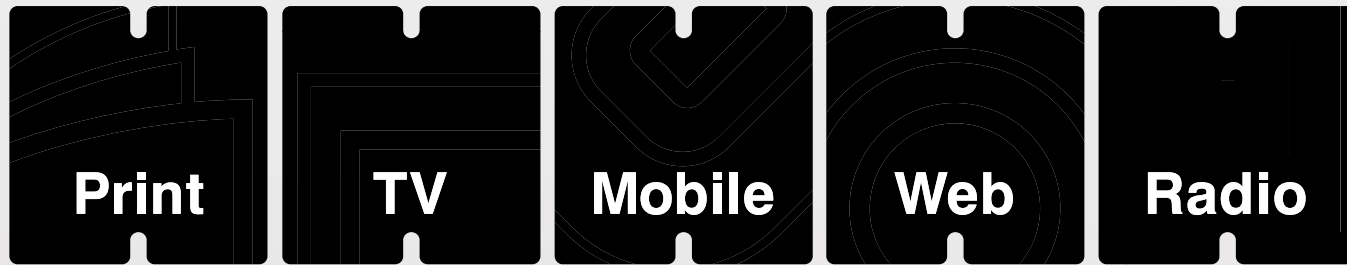
**Sourcing of
digital IT**

A Pan-European Media Company

The group headquarter is based in London as Mecom is listed on **London Stock Exchange**. Revenue is at **€1.4bn** level whereof the majority is generated from traditional **newspaper** business (circulation, advertising and related printing and distribution) and the remaining is generated from digital, tv, radio and e-commerce activities. Mecom employs **10,000 FTEs** and was founded in **2005**.



Platforms and Main Titles



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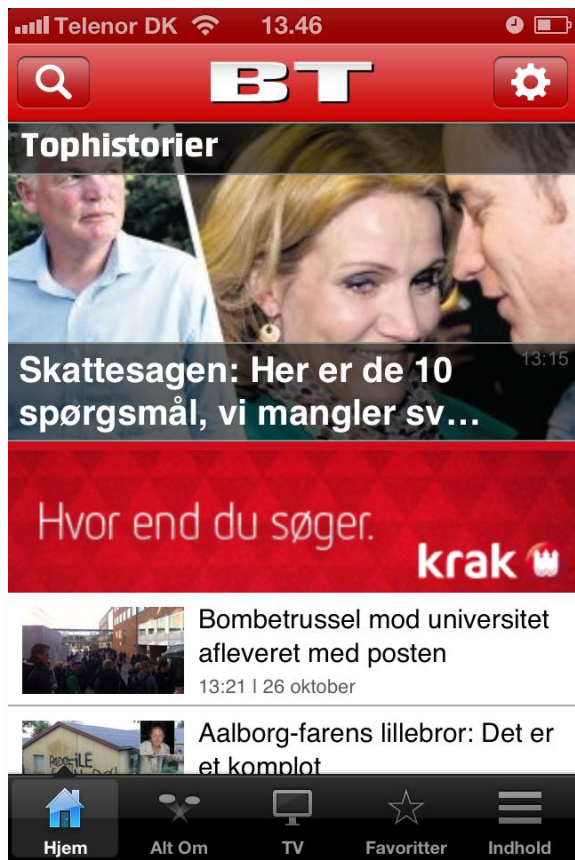
**Social
buying**

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Mobile Framework - Considerations

- Challenges
 - Content from many different CMS'
 - No tradition for unified development
 - Deploy and maintain 100+ applications
 - Frequent changes to content in apps
- Strategies
 - Introducing Mecom Mobile Feed Definition (XML)
 - Involve local heads of divisions'
 - One-build approach iOS, Android, HTML5
 - Mecom Mobile Administration (back-end)

Results – smartphones multi platform



iPhone

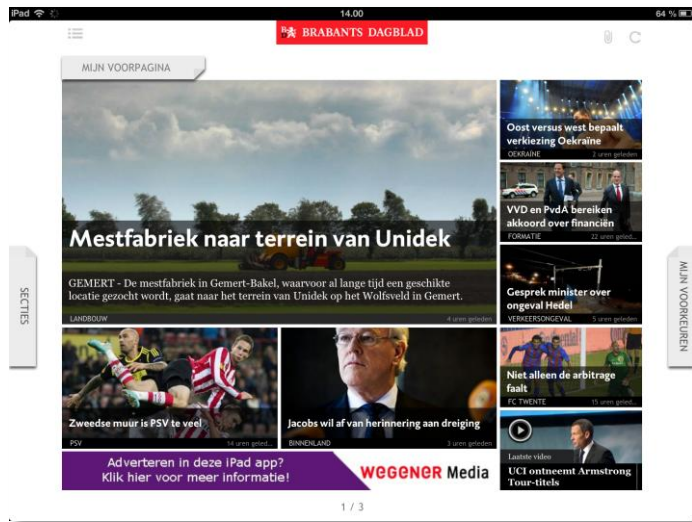


Android

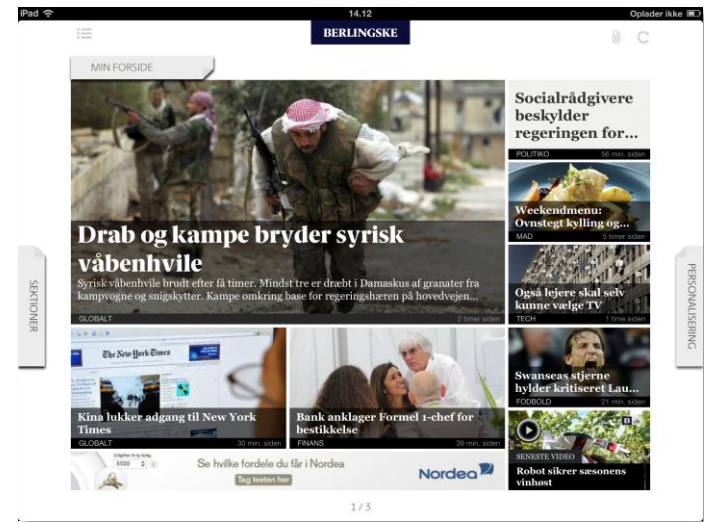


HTML5

Results – Cross division



Wegener Media



Berlingske Media



Edda Media



PressPublica



Media Regionalne



Wegener Media



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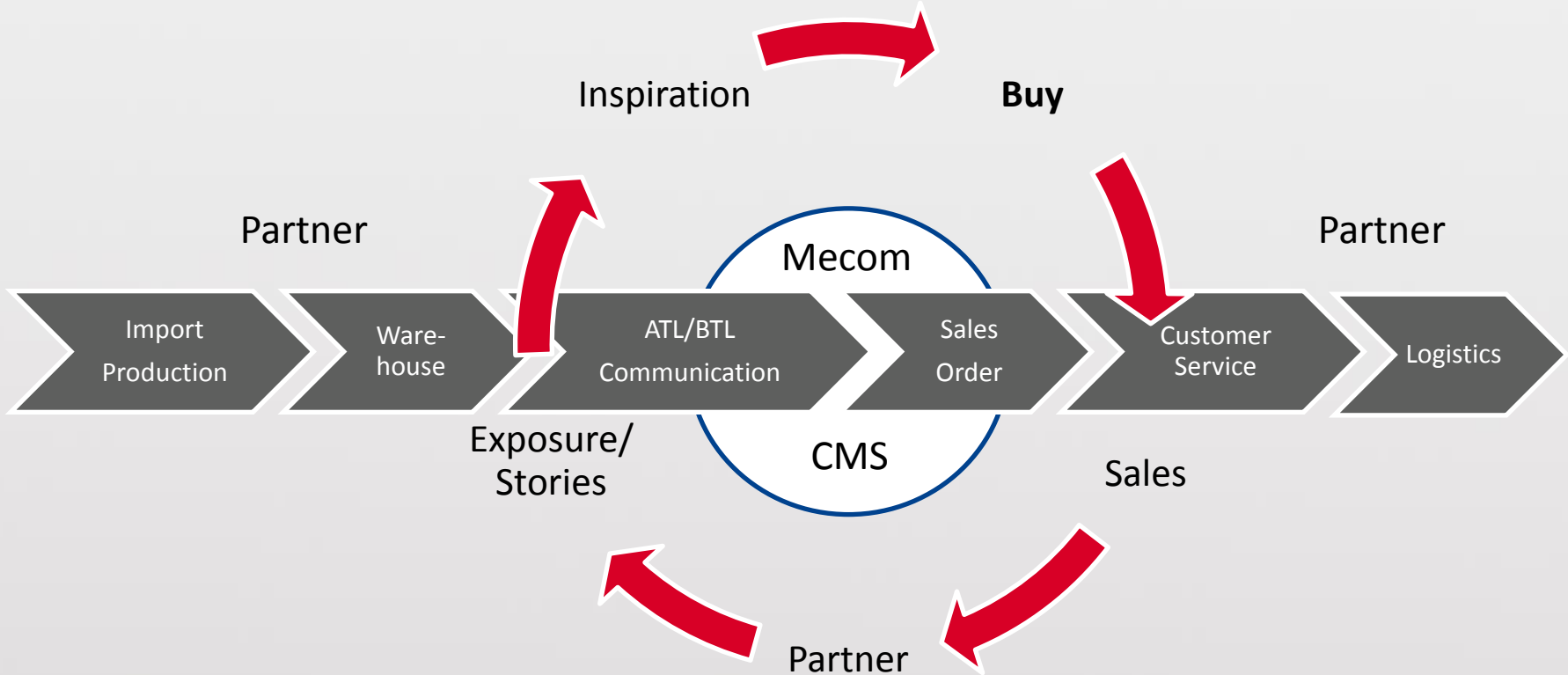
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Our Role in The eCommerce Value Chain



eCommerce USP:
Traffic -> Inspiration -> Buy

eCommerce model

Customers
TRAFFIC!

Flow of customers to the shops created through product promotion on in-house media. Identity and branding as a well known "shopping centre"



Retailers with
online shops

- Procurement
- Products
- Pricing

Partners provide the
full product portfolio
for the Mecom shops

Retailers with online
shops

- Stock
- Pick and Pack
- Distribution

Partners receive the
orders and fullfills
utilising existing
processes

Product Examples



Sports Events

45.000 participants
For running, cycling or sailing

Wine

Sales: 100.000 bottles
Radid growth in partners
Wine Club



Events and Entertainment

Festivals, Tivoli
Movies, GastroWeek etc

Travel

Tematic travel packages
200+ destinations



Movie Example From Web Shop

Lidt**mere**.dk
DIN ONLINE SHOP

Søg efter produkter



0 Stk.
0,00 DKK

TIL KASSEN

HJEM

BOLIG

BRÆNDE

EVENTS

REJSER

SPORT

VIN

BUSINESS

AVISER

DVD'ER & BØGER



Følg os på Facebook



Deltag i vores konkurrence
og vind lækre præmier!

TILMELD DIG VORES NYHEDSBREV

Få lidt mere af det hele med et nyhedsbrev fyldt med gode tilbud på arrangementer og produkter.

Email:

Tilmeld

VI ANBEFALER



Gourmet reise til
Spanien

8.695,00 DKK

VI ANBEFALER



Augustkasse
med 12 fl. rødvin
- spar 263 kr.

~~4.062,00 DKK~~
799,00 DKK

VI ANBEFALER



Eksklusivt
releaseshow
med Eddie
Skoller

225,00 DKK

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Sweetdeal – Really Effective Online Sales

- New sales and marketing model with rapid growth in Mecom markets
- eCommerce and social media
- Optimises capacity and brand awareness
- Marketing - no cure/no pay
- Revenue share model



The screenshot shows the Sweetdeal website interface for a robot vacuum. The header includes the Sweetdeal logo, a search bar, and navigation links. The main content area features a product image of the Robovac Q5/LL-283, a price tag of DKK 1495,-, and a 'Køb nu' (Buy now) button. A green checkmark indicates 'Dealen er startet' (Deal started). Below the price, it shows the original value of DKK 3295,-, a 55% discount, and a total of 210. The deal is valid for 2 days.



The screenshot shows the Sweetdeal website interface for a hotel stay. The header includes the Sweetdeal logo, a search bar, and navigation links. The main content area features a photograph of the Corinthia Palace Hotel & Spa, a price tag of DKK 2299,-, and a 'Køb nu' (Buy now) button. A green checkmark indicates 'Dealen er startet' (Deal started). Below the price, it shows the original value of DKK 3545,-, a 35% discount, and a total of 17. The deal is valid for 14 days and 27 minutes. The text describes the offer as 3 nights in a luxury double room with breakfast at the 5-star hotel.

A Random Sunday Deal: Revenue 92.000€

sweetdeal
København

Send sweetdeals i København til mig via email

E-mail adresse

Modtag Nyhedsbrev

Tilmeld dig nyhedsbrevet og modtag spændende tilbud med op til 70% i rabat! Din email bliver hos os.

Vælg en anden by

København

Log ind / Opret Profil

Getaway

Family

Products

Michelin anbefalede 'The Dining Room' serverer et glas bobler samt en 3-retters aftenmenu sammensat efter fin fransk kogekunst. En enestående gourmet oplevelse i eksklusive omgivelser med panorama vue over Kbh.



DKK 219,-

* Begrænset mængde

Udsolgt

UDSOLGT

Varen er udsolgt 17:59 på 26 August 2012

Værdi

DKK 453,-

Rabat

52%

Købt

2500

Del:

f Recommend 5

f Like 5

f Tweet

Sweetdeal Growth

Geographical growth

From being a local concept with shops in a few cities in 2010, Sweetdeal has developed into an international concept.

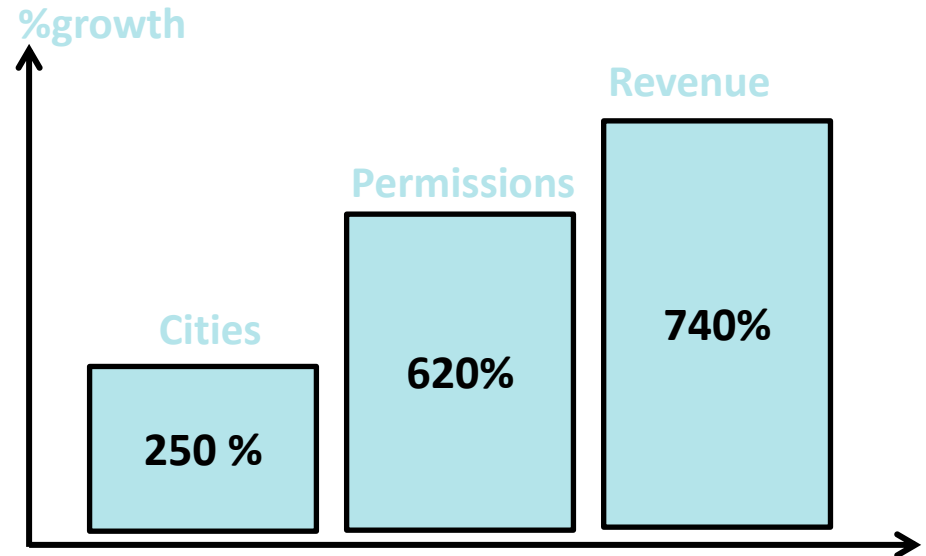
2010



2011



General growth



Number of cities with local deals has grown 250%. Number of collected permissions grown with 620%. Growth in revenue is 740%. All since 2010.

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IT Sourcing Strategy

Outsourcing

- Central IT and infrastructure outsourced to HCL in India
- Application management is 70% outsourced
- Governance over IT has been improved to speed up decision processes

IT costs has been reduced by 20%

“Near-Shore”

- Digital development outsourced to Ciklum in Ukraine
- Easy access to Drupal Open Source web programmers
- Magento e-commerce competence centre for Mecom
- HTML5, iOS and Android programmers working with teams in Western Europe

Flexible and scalable solution which reduced digital costs by 30%

Cloud Sourcing

- Mecom was early with cloud sourcing experiments in 2009
- All communication infrastructure cloud sourced to Google
- CRM cloud sourced to Salesforce.com

Fast implementation of new software for end-users

IT as a Strategic Differentiator

Category	Project	Technical delivery
Mobile	iPhone and Android Tablets HTML5 Mobile TV	Kiev team
Editorial websites	News and tabloid Paid for content City guides Communities	Kiev team Contractors
Commercial websites	E-commerce Sweetdeal Pay sites Topic pages	Kiev team Contractors HCL
Customer intelligence	Targeting Consumer marketing CRM and self service Data mining	Kiev team Netsprint HCL Contractors
Cross disciplines	Payment solutions Single sign-on Search and blogs Digital analytics	Kiev team Netsprint HCL Contractors

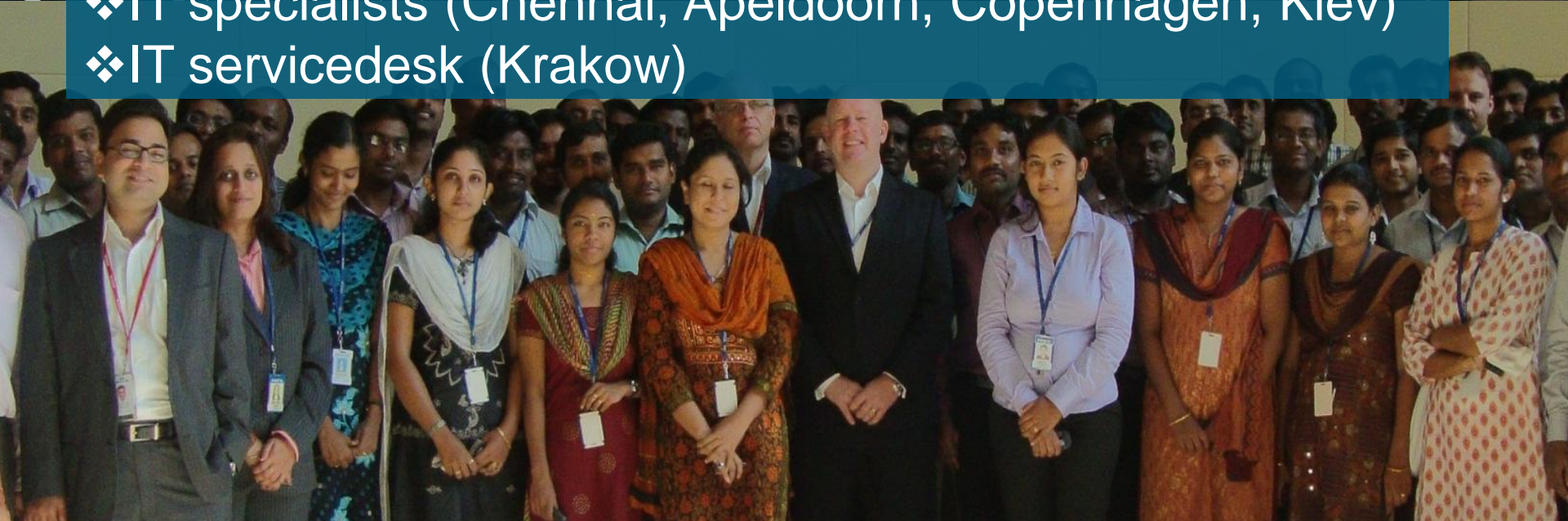
Delivery in Kiev and India is ready:

- High level of engineering competence
- Scalable resource
- Competitive cost

Our New IT colleagues in Ciklum and HCL



- ❖ Data centres (Amsterdam, Warsaw)
- ❖ IT specialists (Chennai, Apeldoorn, Copenhagen, Kiev)
- ❖ IT servicedesk (Krakow)



Questions?

