

THE CLIENT

A Newspaper Publisher.

THE OPPORTUNITY

The Newspaper Publisher had partially rolled out their Disaster Recovery (DR) facilities and this now needed to be extended to cover the remaining critical business functions including Advertising, Editorial, Finance, HR and Circulation to ensure they could continue to support the major national titles. This activity was sponsored by the business continuity function and primarily needed to be project managed from a technology perspective.

VIRTRIUM'S APPROACH

Virtrium was able to rapidly deploy a project manager with relevant media experience. He was able to manage the project by applying best practice Prince 2 principles, but had the experience and understanding to vary this approach in line with a newspaper company's culture.

THE OUTCOMES

A number of critical applications and systems were implemented and fully tested in the DR facility which covered:

- **Advertising:** six key applications and full volume support
- **Pre-press / Editorial:** covering key titles such as the Sunday Times
- **Finance:** SAP system
- **Circulation / Distribution:** five key applications

The new DR facilities provide the client with both revenue and cashflow protection across these business functions. They provide a data back-up and systems recovery platform, which can be activated in line with all required business protection requirements. Furthermore the new facilities support larger pagination production, multiple edition production and lower material usage during fail-over.

"Virtrium was able to deploy a pragmatic and resourceful project manager who was able to manage a diverse range of stakeholders and activities to achieve a significant enhancement to our DR facilities."

This was achieved at a time of significant IT change within the Newspaper Publisher with service delivery transformation and infrastructure outsourcing initiatives running in parallel."

Head of Business Continuity