

Hearst Media Services

Automating complex digital solutions orders
and product management
in a rapidly growing business

HEARST
media services

Hearst Media Services offers affordable, turn-key marketing campaigns, by developing and managing sophisticated marketing packages to increase customer base and grow revenue. Partnered with many of the top online marketing companies and platforms, Hearst gives its customers the broadest portfolio of digital products available. From social media sites to the world's largest search engines to digital marketing professionals, these partnerships yield quantifiable results.

About this implementation

“ Our upgrade to Bonita version 7 added a lot of value. We are impressed with the stability of the platform. And in our last upgrade, 80 processes in Bonita were upgraded in about 2 weeks. ”

Mike Cooney

Solution Architect, Hearst Media Services

“ Bonita has been a part of major changes in the organization. It's been a positive experience – we're in a 100% better spot now than when we started. Having a centralized system has dramatically helped our company. ”

Carrie Carver

VP Information Technology & Products

Hearst Media Services needed to automate complex digital solutions orders and product management processes to:

- Distribute work and tasks appropriately
- Reduce errors due to manual handling (missing orders, input errors)
- Be able to find the real-time status of orders and fulfillment
- Track status and track orders in process
- Track, and improve, turnaround time
- Integrate Salesforce, internal systems for products, and their existing SSO
- Insure that deadlines, objectives, and goals are being met

Objectives

Challenges

The Hearst Media Services team was using labor-intensive workflows with manual, spreadsheet-and-“paper-filled” processes for their Digital Solutions services marketed to, sold to, and managed for their partners and business customers: web sites, e-mail marketing, search engine optimization, search engine marketing, press releases, web services, and more.

Outcomes

Hearst Media Services has implemented full end-to-end workflows on the Bonita platform for 2 products (Automated Marketing, E-mail Marketing) and are working to complete the automated workflows for a total of 15 products.

Benefits

- Higher efficiency, fewer errors, fewer resources needed even as demand increases
- Brand new, efficient workflows were defined
- Tasks are now being sent automatically to the correct individuals in the appropriate groups
- The flow of work is smoother and trackable
- The number of manual errors has decreased
- Not as many audits are needed
- Better quality control as the group has been well integrated into the automatic flow