



## CLIENT: SEVEN WEST MEDIA

### Challenge

The media landscape is undergoing change at a pace unseen since the introduction of the printing press and television. This rate of change places pressure on both legacy reporting tools and the resources needed to run them. Further, the need for faster, more insightful and deeper levels of analysis simply cannot be enabled with traditional tool sets and approaches to processes.

The company comprises businesses in newspapers, magazines, television and internet, each successful in their own right and each with established tools and techniques for reporting. Gaining deeper levels of analysis and conformity across the business lines meant taking both evolutionary and revolutionary steps.

Recognising an opportunity to put Seven West Media (SWM) "ahead of the game", the executive initiated a review of current systems and processes the result of which was the establishment of a program to replace and enhance the technologies and approaches to group wide reporting. The project was named "Project Monaro."

### Approach

Seven West Media, after the review of its systems and processes firstly went to the market for the enabling technologies and, once selected, for a partner to assist them to realise their ambitious goals.

They selected four solutions from Oracle's portfolio of products being;

**Hyperion Financial Management (HFM)** to enable management and statutory reporting.

**Financial Data Management Enterprise Edition (FDMEE)** to strengthen rigour around the data submission process.

**Oracle Business Intelligence Foundation Suite (OBIFS)** to provide multidimensional analysis and detailed, web enabled graphical reporting.

**Oracle Data Integrator Enterprise Edition (ODI)** to tackle the complex world of data gathering, loading and transforming.

### COMPANY DETAILS:

Seven West Media is Australia's leading multiple platform media company with a market-leading presence in broadcast television, magazine and newspaper publishing and online. The company is the home of many of Australia's best performing media businesses – Seven, 7TWO and 7mate, Pacific Magazines, The West Australian, Presto and Yahoo!7.

### EMPLOYEES:

5,119

### INDUSTRY:

Media

### PROJECT TIMELINE:

July 14 to May 15

### TECHNOLOGIES:

Financial Consolidation & Reporting  
Business Intelligence  
System Integration & Warehousing

### SERVICES:

Consulting  
Hosting  
Support

### KEY BENEFITS:

The introduction of a group wide reporting system has allowed a significant streamlining in both management and statutory reporting processes to take place whilst maintaining or indeed enhancing the controls and governance surrounding this key component of corporate citizenship.

The Business Intelligence solution allows users to analyse data to a far greater level than ever before, in a faster timeframe. It supports the dynamism of a media company so the introduction of new outlets for consumer interaction can be accommodated into the solution rapidly and with very little fuss.

“An undertaking such as Project Monaro could never be easy and so the selection of the right partner was absolutely pivotal. Taysols was a great choice! Their team worked closely with ours and delivered a solution that has and will continue to provide significant benefits for Seven West Media.

**Avegail Pitman,**  
Financial Control and Reporting Manager



**CLIENT: SEVEN WEST MEDIA****Approach (Cont)**

In selecting a partner, they sought one who had proven expertise in the technologies that had been selected, skill with the processes to be enabled and who understood the concept of partnering.

Ideally SWM wanted a partner who could help them transition to the cloud and who could provide 'industrial strength' support after project completion and during 'business as usual'.

Accordingly, they issued a tender to several companies and selected Taysols as it was the only company that could 'tick all the boxes'. Price was important but was secondary to expertise and approach.

**Solution**

Taysols, working with SWM, designed the data integration routines, data warehouse, reports and the HFM application. Both Taysols and SWM assigned a project manager to the program of works both of whom were members of a steering committee comprised of representatives across the business units, IT, group finance and the executive. The system was developed, tested and deployed using Taysols' hosting service which is used for "business as usual" usage.

Phase one of the deliverable was the deployment of HFM which was built and tested for the parallel December run, just 6 months after project commencement. All data integration to and from HFM and all its reports, rules and security were in place in time.

Running parallel to this development, the Business Intelligence component was being developed for a larger audience and this phase two went live in May, just 5 months after HFM. The Business intelligence reports on information from several data sources, spread across the country, including HFM and allows users to drill to atomic level data or indeed to analyse information in a graphical format.

Following go live, SWM adopted Taysols' support offering for the solution so that should any technology or application questions arise, they can be addressed by contacting a single point of knowledge.

“It was obvious from the start that use of Taysols' hosting environment to run the system made everyone's life so much easier. They worked hard and smart and delivered the goods within budget. Who could ask for more.

**Avegail Pitman,**  
Financial Control and Reporting Manager

