

# RE-DEFINING PRINT MEDIA IN THE DIGITAL WORLD

A case study on how Incepta helped a leading print media company in Canada increase 33% of its revenue through digital adoption

The majority of media businesses are losing revenue year after year due to their failure to adopt digital transformation strategy. Incepta designed and developed an automated publishing workflow by speeding the publishing process, contributing to increased digital adoption and higher revenue.



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INNOVATION**



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# THE CURRENT CHALLENGE

Newspaper and magazine publishers are facing major disruptions largely due to four major trends that are rapidly changing how people consume media:

Consumers spend 74% more time reading online media and 21% less time reading newspapers and 11% less time reading magazines.

The audience is increasingly fragmented. Newspapers are being challenged by online aggregators and television networks, as well as by standalone vertical alternatives.

New voices in the form of amateur blogs, social media, alternative online outlets with hyperlocal news and content are being heard.

In parallel to these consumption changes, new modes of advertising have emerged which the print media companies are not able to capitalize.

New devices are growing and an increasing percentage of device owners prefer to read digital versions of their favorite newspapers and magazines.

Majority of media business are losing an average of 15-20% revenue year after year due to their failure to adopt digital transformation strategy

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# THE PATH TO DIGITAL AUTOMATION

Incepta built the foundation for automating the publishing workflow in one of the largest print media houses in Canada which directly resulted in:

**33%**

Revenue Growth

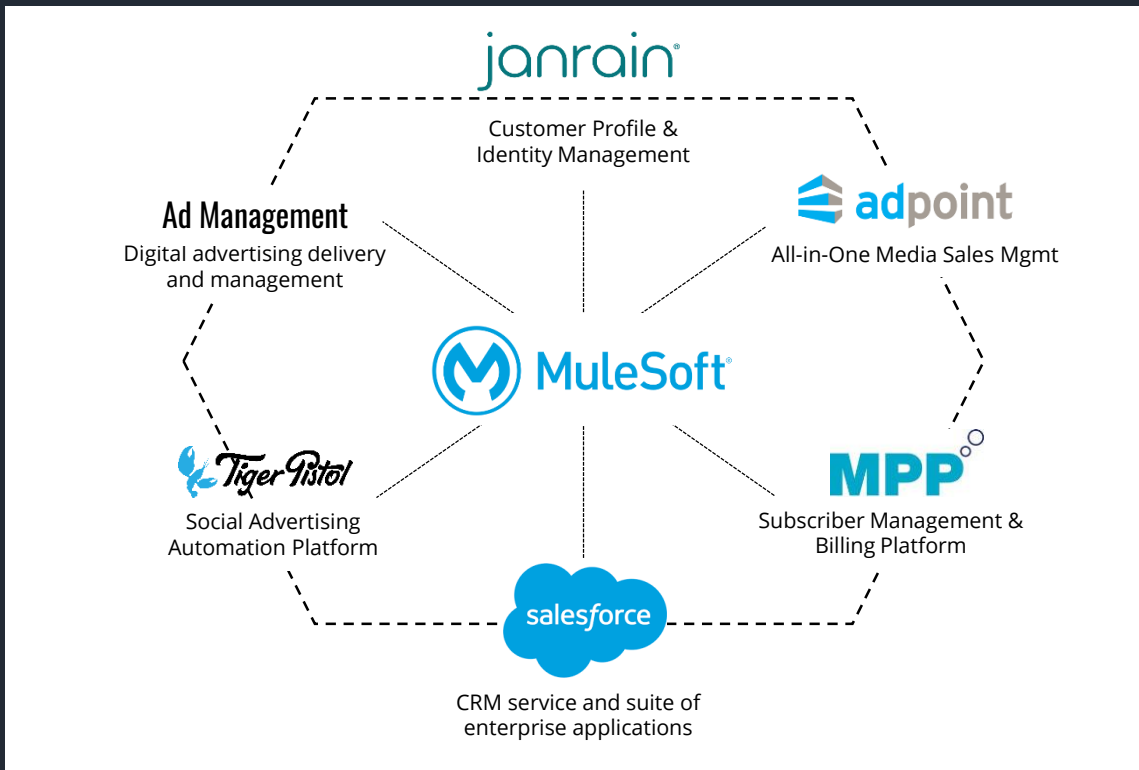
**50%**

Increased Efficiency

**70%**

Increased Automation

The automated workflow was achieved through MuleSoft API-led connectivity which seamlessly connected both proprietary and third party tools forming an inter-connected and intelligent network of systems, leading to a significant increase in efficiency and revenue.



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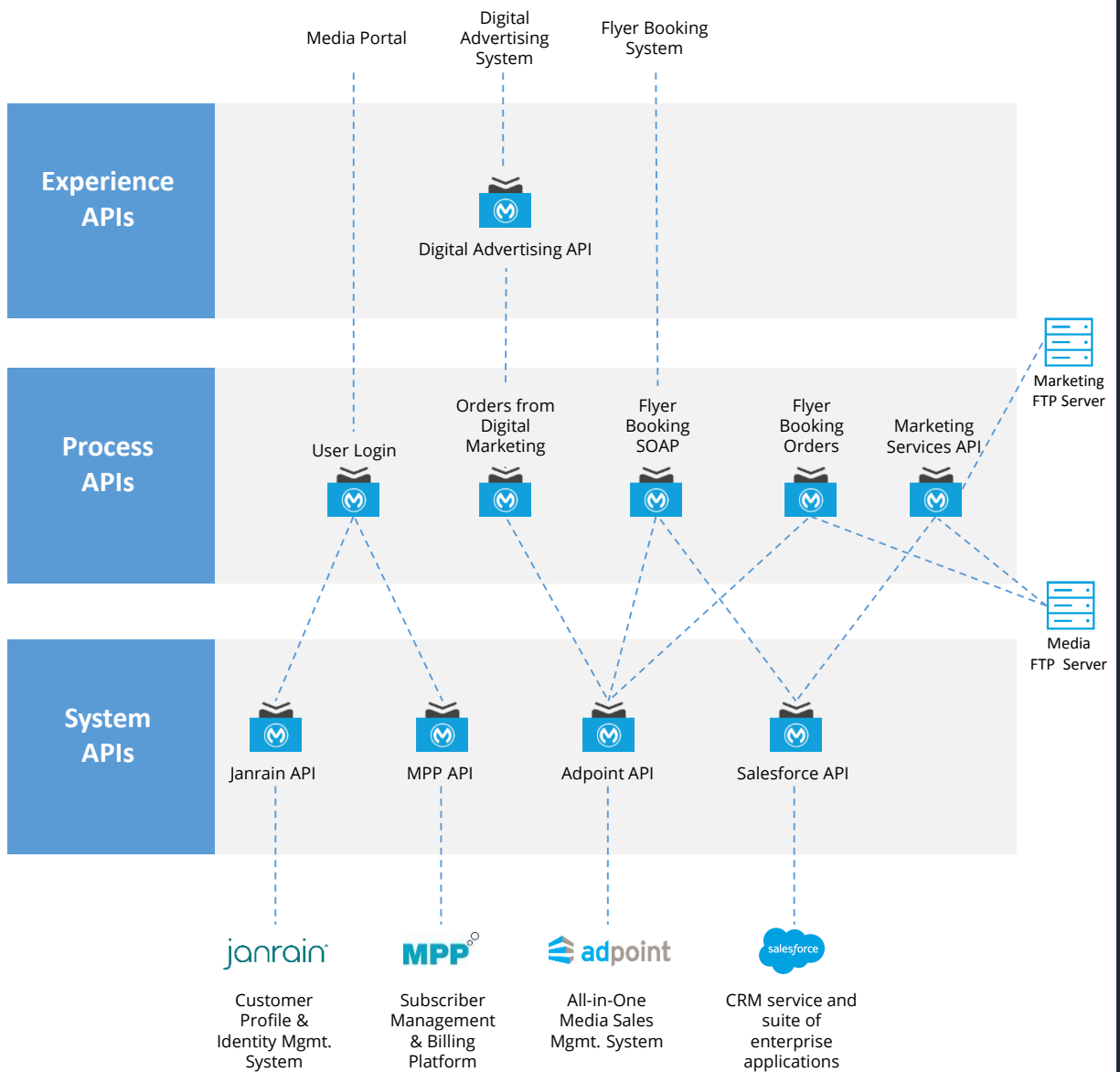
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# DIGITAL SUCCESS MODEL BUILT AROUND MULESOFT API

Incepta designed and developed the MuleSoft API integration architecture that helped establishing connectivity between multiple niche systems from different vendor platforms.



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# THE RESULT

- ✓ Even as the COVID pandemic wreaked havoc, the media house continued to see growth in digital traffic and resilience in subscription revenues in the first quarter of 2020.
- ✓ The company also saw an increase in online readership due to readers interest in the fallout from the pandemic.
- ✓ Increased automation facilitated the organization to implement manpower and resource restructuring, resulting in minimized expenses and higher revenue.
- ✓ As the COVID pandemic eases out, the company is expected to see significant growth in digital advertising revenue with their increased digital subscriber base.



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Incepta has been instrumental in helping organizations drive automation through MuleSoft API integration strategies.

From healthcare, banking, media, e-commerce, logistics Incepta has helped companies achieve success through digital transformation and automation.



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