

Time, Inc

Time: A Precious Commodity

Time Magazine is known for its timely news and information as a weekly publication. And media giant Time, Inc., continues to expand its timely presence through acquisition and new offerings. One group in particular, Time Consumer Marketing, has benefited over the last three years from a much more efficient use of its time thanks to its implementation of MetaCommunications' Workgroups.

According to John Tighe, Vice President of Promotions and Operations for Time Consumer Marketing, "We do all of the creative for customer acquisition and retention for the various Time, Inc., magazines, including such well-known names as Time Magazine, Sports Illustrated and People. In the course of preparing these campaigns, we process some 7,000 different jobs in a year and we needed to put some automation in place to ensure that we could keep up the pace."

Time installed Workgroups primarily for its digital asset management capabilities. Tighe adds, "The 7,000 jobs we process in a year range from pulling up an existing job and changing a price, to developing all new creative. Associated assets include cover images that we use in promotions, photos, magazine logos, art files, copy and more." With the deployment of Workgroups, not only did it become easier to locate and work with materials for each job, but Time discovered significant redundancy in assets, particularly in large art files, with multiple copies of the same materials being stored in different places on the network.

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“Having real-time access to all of the assets has been a big benefit for us,” says Tighe. “Especially for quick modifications of an existing job, we are able to get the work done quickly and efficiently and move on to the next task. We also saw immediate savings in terms of storage space as we began to eliminate redundant assets.”

Another reason Tighe selected Workgroups was the ability to easily customize workflows, especially the routing of jobs to different departments for required approvals and the incorporation of familiar Time, Inc., forms. “One department that has benefited significantly from the routing process through Workgroups is our Legal Department,” remarks Tighe. “They are able to review each project to ensure compliance in a completely digital workflow. Another big win for the Legal Department is the ability to have the history of changes to any given project at their fingertips, which Workgroups tracks as well.”

As long-time users of Workgroups, Tighe's team has both contributed to and benefited from ongoing enhancements to the product. He says, “With this latest release, we got everything on our wish list and we are ready to take it to the next level at Time. While it is hard to actually quantify savings, we know the savings have been huge. We feel it, and we see it every day. Everything is right where we need it, in one place, including the history, all of the comments and even the billing information at the end. And we are much more efficient in our ability to track jobs and keep them on schedule. With each subsequent release, MetaCommunications delivers an even better product, and we expect to continue accruing the benefits of those enhancements into the future as the pace continues to pick up here at Time.”



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Company:

Time Consumer Marketing, a Division of Time, Inc.

Primary Work:

Direct marketing for Time, Inc., publications