

Industry: Media and Publishing

Location: Copenhagen, Denmark

Profile: Founded in 1749, largest news media group in Denmark.

Challenges

- Manage the shift to digital while maintaining print profitability
- Introduce new recurring revenue streams and subscription models to attract a broader audience
- Handle complex hybrid subscription rates, schedules and digital/print bundling
- Migrate from expensive legacy ERP to nimble cloud-based solutions

Solution

- Aria Cloud Billing & Monetization Platform
- Aria Media & Publishing Suite
- Dimaps Orchestra Logistics Integration
- Flexible product and pricing structures
- Cloud-based, scalable and extensible
- Highly flexible and adaptable to future business needs
- Customer-focused, self-service portal

Benefits

- Grew audience and revenues with a new array of digital & print products
- Improved operational efficiencies by reducing delivery cost, customer complaints and revenue leakage
- Created a nimble organization by replacing a legacy ERP system with a flexible, streamlined logistics platform

Berlingske Media Grows Digital and Print Revenue with Aria and Dimaps Platforms

Berlingske Media has navigated wisely throughout its 271 year history by anticipating and adapting to changes in the media world. Today, Berlingske Media retains its place as the leading news media company in Denmark producing Berlingske, BT, and Weekendavisen newspapers as well as a radio network and a range of websites.

The rate of change in media is accelerating at a faster pace than at any time in Berlingske's storied history. The proliferation of new digital services, mobile devices and nimble global competitors have put the traditional print media model at risk. Berlingske Media has responded with a bold strategy to generate new recurring revenue streams through the introduction of new products tailored for both print and digital subscribers and delivered via a variety of subscription models.

Berlingske Media faced the challenge of balancing the profitability of its print publications while addressing the relentless shift toward new digital services for its tech-savvy audience. Berlingske required a new flexible platform to support the rapid introduction of new products and new subscription models. The new platform also needed to replace a legacy ERP system while maximizing recurring revenue across the entirety of Berlingske's print and digital businesses.



"From improved management of print delivery schedules to the introduction of enhanced consumer support, we are excited about the potential we now have to accelerate the introduction of new services and maximize recurring revenue across the entirety of our print and digital businesses."

- Ann Fogelgren, CIO, Berlingske Media

The Solution

To power its digital transformation strategy, Berlingske Media chose cloud-based solutions from Aria Systems and Dimaps. In the initial implementation phase, Dimaps Orchestra software was deployed to connect Berlingske's logistics systems and streamline and re-route data flow from the legacy ERP. In the second phase of the project, the Aria Billing and Monetization Platform and Aria Media and Publishing Suite (AMPS) were implemented as the new billing and monetization platform. AMPS is fully integrated to Dimaps via Orchestra APIs.

Aria's solution replaced all of the subscriber, billing and delivery management capabilities previously performed by the legacy ERP system. Berlingske Media is also using AMPS to manage delivery schedules and shipment locations. Aria also enhanced the customer experience with an online portal to provide subscriber self-service, including online payments and delivery schedule changes.

Solution highlights:

- **Future-Proof.** Highly flexible and adaptable to support the launch of new products, new subscription models and other future business needs
- **Customer-focused.** The self-service portal increases customer satisfaction while reducing support costs.
- **Cloud-based.** Extensible and scalable to support the growth of Berlingske's digital and print businesses.



Berlingske Media implemented cloud-based software from Aria and Dimaps to manage billing, subscriptions and distribution of all of its digital and print products.

The Results

The combination of Aria's Cloud Billing and Monetization Platform and Dimaps Orchestra has provided Berlingske Media with a robust solution that meets the current and future needs of its subscribers. Berlingske Media now has the ability to manage both print and digital subscriptions in a single unified environment while offering a superior customer experience. By replacing its legacy ERP system with a flexible, streamlined billing and logistics solution, Berlingske Media is well-positioned to respond to market changes and competitive challenges.

Benefit highlights

- Enabled a wider array of product offerings via flexible, often highly complex, recurring revenue models.
- Increased recurring revenue, grew the subscriber base and improved customer retention with new product bundling options.
- Improved operational efficiencies and customer satisfaction by reducing delivery costs, customer complaints and revenue leakage.