



## CASE STUDY - MEDIA

# RETAIL MEDIA

## Where high speed communications count

### Background

Retail Media is one of Australia's premier trade magazine publishers. The business-to-business publishing company delivers news, information, statistics, market trends and editorial insight via its publications with a focus on the grocery, convenience store, pharmaceutical, beauty, fashion, events and childcare channels.

In terms of the business-to-business market, Retail Media, with its 8 magazine titles and 3 industry guides, ranks in the top 5 publishing firms in Australia in terms of combined advertising revenue. Retail Media has a committed team of professional journalists, account managers and magazine production staff in offices in Melbourne and Sydney.

### Solution

As a busy publishing firm, Retail Media required a VoIP (Voice over Internet Protocol) phone system to improve both internal and external communications. Retail Media was looking to consolidate its lines and simplify its billing structure. Previously the company had used multiple carriers (Telstra for local calls and international calls with Optus), which proved 'costly and inefficient'.

Barry Flanagan - Publisher - Retail Media

We're seeing the benefits of having a VoIP platform with a single vendor we can trust. Call clarity is improved and communication between our offices has never been better. As a news service, journalists rely on having a reliable phone system, as to meet tight deadlines most interviews are done over the phone.

Retail Media also required a reliable data network for its newsgathering and production environments, where internet connectivity is a must. The company's previous ADSL connection was slow and cumbersome with constant dial-up dropouts that limited productivity in what should have been a fast-paced media environment.

Comscentre deployed Cisco's Call Manager Express product, linking the two offices and installed Cisco's 7940 series IP phone, a reception console and conference call facilities.

### Results

Retail Media reports that communication across the growing organisation has dramatically improved following the install.

Barry Flanagan - Publisher - Retail Media

Sydney staff can now stay in constant contact with staff at our satellite site in Melbourne by simply dialling an extension. This has driven down interstate phone costs considerably. We also hold regular conference calls in our boardroom for planning meetings and can have our Melbourne staff join us remotely from their desk phone handsets.

Administration has also improved with a fax-to-email service and the company is one step closer to being paperless, saving money on paper and maintenance costs on dated fax machines. Now faxes are distributed company-wide via email.

Our receptionist is now more mobile, thanks to a mobile handset that allows her to leave her desk and still receive and transfer calls from any desk phone within the organisation.

Barry Flanagan - Publisher - Retail Media

Comscentre has helped us to strike the right balance between technology, speed and cost. They have provided us with infrastructure for growth and we look forward to a continued partnership into the future.

### OFFICES

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