



CUSTOMER SUCCESS STORY

New Media Investment Group: Helping local newspapers report



With hundreds of newspapers in its portfolio, New Media Investment Group adopts G Suite as a standard productivity solution to streamline onboarding for acquired papers, boost productivity, and improve collaboration and storytelling with the help of Google Cloud Partners Prodoscore and UpCurve Cloud.

ABOUT NEW MEDIA INVESTMENT GROUP:

Operating 156 publications in more than 615 markets across 39 states, New Media Investment Group supports small to mid-size communities by providing locally focused print and digital content to over 22 million people on a weekly basis. The company also provides premier marketing and technology solutions to more than 200,000 business customers.

INDUSTRY:

Media & Entertainment

SOLUTIONS:

Collaboration with G Suite and Productivity with Prodoscore

INCREASE COLLABORATION 10X ACROSS COMPANY

Google Cloud Results

- Simplifies IT management for acquired media outlets by making G Suite the standard productivity solution
- Replaces legacy work and production software with Google API-enabled cloud services for easier data extraction and custom reporting
- Reduces new acquisition onboarding from weeks to days

From changing reader habits to shifting ad revenue, the media industry has faced many recent challenges. But for New Media Investment Group, the company is reshaping the story by prioritizing growth and focusing on investing in local journalism. New Media is the largest owner of daily newspapers in the United States, reaching millions of readers every day.

“We’ve grown and we have to get new employees and locations onto our systems as quickly as possible.

G Suite is an excellent environment to not only transform our business but also help us grow.”

- Mike Reed, CEO, New Media Investment Group

Acquisitions have been a major contributor to New Media’s growth, but they have also presented unique operating challenges. For many of the regional newspapers acquired by New Media, each newsroom typically had its own suite of work, sales, and communication applications.



To address their challenges, New Media looked to adopt a standard, cloud-based set of productivity tools that could be easily deployed at existing and new locations.

“With outlets across 37 states in more than 500 markets, we knew that trying to maintain the legacy IT setup of every acquired property would be time-consuming, inefficient, and costly,” says Mike Reed, CEO, New Media Investment Group.

To address the challenges, New Media looked to adopt a standard, cloud-based set of productivity tools that could be easily deployed

at existing and new locations. Working with Google Cloud Partners Prodoscore and UpCurve Cloud, New Media adopted G Suite as the company’s standard for collaborating and communicating in the cloud.

Since migrating to G Suite, New Media has seen efficiency gains across its newsroom, production, and sales teams that further boost the quality of journalism offered to

readers nationwide. Employees are happier and feel more collaborative since migrating to G Suite.

“We’ve grown and we have to get new employees and locations onto our systems as quickly as possible,” says Mike. “G Suite is an excellent environment to not only transform our business but also help us grow.”



IMPROVING ONBOARDING FOR NEW ACQUISITIONS

When New Media first explored migrating productivity solutions, it needed to address the issue of scalability. The acquired regional daily and weekly newspapers frequently had their own established IT workflows. At one point, this meant the core New Media IT team had to manage many separate vendors that previously handled email and customer contract management at newly acquired publications.

“Whether it’s through a shared Calendar event or an email in Gmail, we can easily engage staff, collaborate, and communicate, which is essential to New Media’s success.”

- Mike Reed, CEO, New Media Investment Group

G Suite brought consistency and control to manage the highly dispersed operations. From newsrooms to sales offices, G Suite has become the primary productivity solution for New Media. Products including Docs and Gmail are used for daily work and communication by over 9,000 employees. With G Suite cloud collaboration, editors and reporters can easily work together on stories. Gmail also provides a single email



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solution for all New Media papers and reduces the time spent on email platform management. Instead of having to navigate multiple productivity solutions, New Media IT can perform administrative tasks such as employee onboarding or pushing updates quickly and at scale.

Within New Media properties, G Suite has helped spur a cultural shift that encourages greater collaboration through ease of use. Because G Suite centralizes work and team communication in one

environment, employees can avoid legacy issues such as trying to send files or calendar appointments to other staff members on incompatible productivity platforms.

“G Suite provides greater accountability and efficiency to all of our papers,” says Mike. “Whether it’s through a shared Calendar event or an email in Gmail, we can easily engage staff, collaborate, and communicate, which is essential to New Media’s success.”

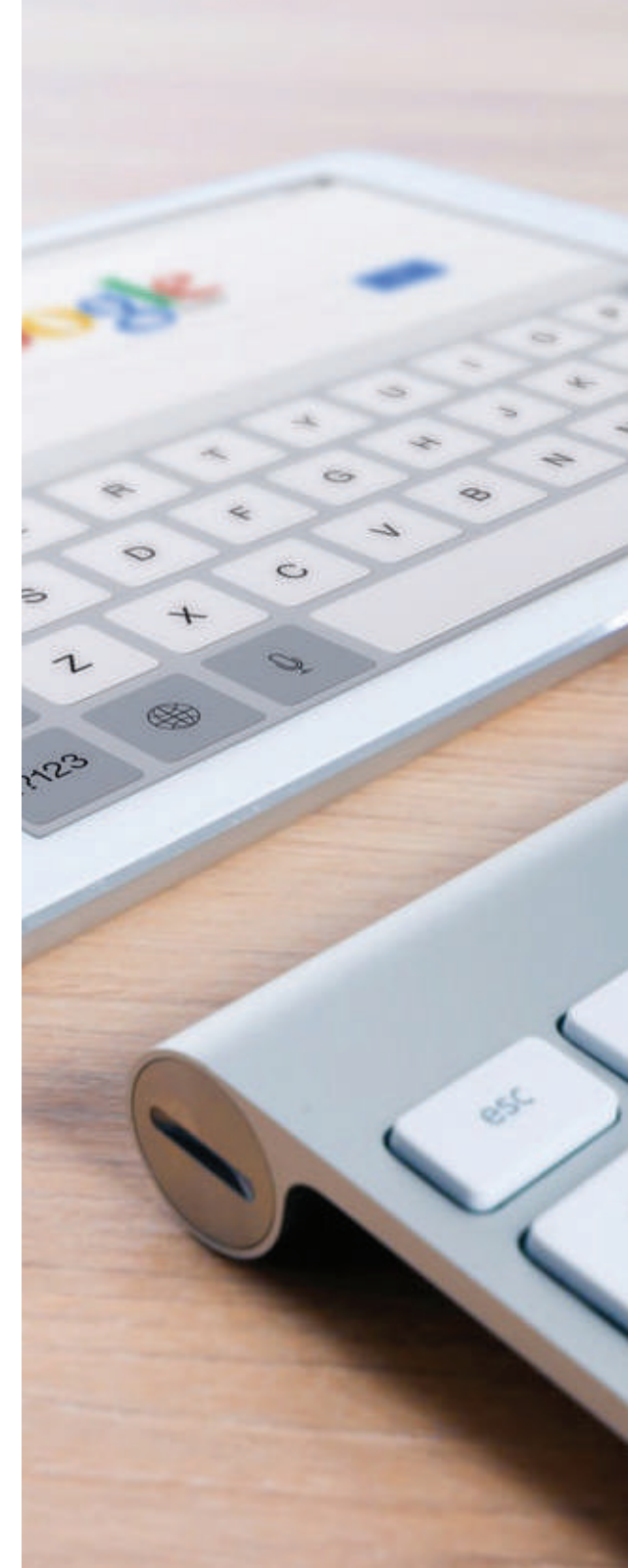


STREAMLINING IT FOR EFFICIENCY

When it first migrated to G Suite, New Media knew that it needed a better way to set up its journalists, sales, and office staff for success in their daily work. At the same time, the company needed to strike a balance between allowing its outlets to work independently while finding a cost-effective way to unite its IT infrastructure. With G Suite, New Media has a unified productivity platform that reduces IT management workloads, boosts employee

collaboration, and helps improve the quality of work done by local papers.

“Google helps us maintain our focus on producing and investing in high-quality local journalism,” says Mike. “G Suite gives visibility for management, automates onboarding, and empowers the right people to access information at the right time.”





CRM



Chromebook



G Suite



Business Intelligence



Cyber Security



Telephony



We Build Your Business Around Google

It's nice to have all of your data talking: email, calendar, chat, phones, CRM. But it's better to be able to gather all the data points from these business platforms in order to make better business decisions and have them intelligently work together using Google.

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