

Corelio Media: A future proof telecommunications approach



Renaat Truijen
CIO Corelio

Corelio Media is one of the most prominent media groups in Belgium, with a long tradition and a continuous growth path. Facing a highly dynamic media environment, the company has focused on diversification, with the dual aims of increasing its presence in local markets and developing its cross-media offerings. In recent years, Corelio has incorporated several smaller, specialised media businesses to further strengthen its position.

As a cross-media player, telecommunications is an extremely important asset for the company's development. A cost effective and future-proof telecoms approach was therefore at the top of Corelio's priority list.

TELECOMS ENVIRONMENT

Challenges

Recent acquisitions; integration and centralisation of departments; and the enhancement of Corelio Media's activities from print to diversified media – with the company's development, its telecoms environment had become too complex. Among the effects were increasing costs and a lack of central control over the evolution of that telecoms environment.

At the same time, the company has been faced with an operating environment in which, more than ever, journalists require guaranteed, 100% accessibility and availability of mobile voice and data access, any time, any place. Additionally, as part of its telecoms strategy, Corelio introduced split billing between professional and personal telecoms use, requiring operators to invoice private costs directly to the end user.

With a greater focus on cost control within the organisation, the ICT department increasingly received requests for reporting on telecoms costs from departmental management, and faced growing calls to optimise the telecoms environment, in order to reduce costs overall.

SOLUTIONS

With all these challenges, and their complexity, Renaat Truijen, CIO of Corelio, determined that Corelio needed an expert in telecoms management in order to realise its goals. He called upon Tam Tam Consulting to set up a project with 3 main objectives: 1. To create a consolidated view of the Corelio Media telecoms environment and the partitioning of its telecoms costs – including those invoiced to end users; 2. To identify possible savings and opportunities for optimisation; and 3. To assist in the renegotiation of contracts with operators, based on the newly gained transparency.

With these objectives in hand, Tam Tam Consulting and Corelio together decided to carry out a 2-phase project, comprising a Telecoms Audit and an RFP project for voice and data.



With the audit and RFP complete, Corelio now has a clear view of volumes and call profiles per product type. Plus, Tam Tam Consulting detected and realised over 23% in savings on the yearly spend, based on optimisations, correction of billing errors and adapted pricing.

With the success of the 2-phase project, Corelio immediately decided to follow the audit and RFP with the implementation of Tam Tam Consulting's TEM Services. This will help the company ensure that the newly negotiated contracts and the recommended optimisations are correctly implemented, as well as ensure that it can avoid out-of-control telecoms expenses in the future.

“You can be confident about reaching the right conclusions and effectively controlling your telecoms costs”

LESSONS LEARNED

Managing your telecoms environment in an efficient and effective way starts with the creation of a consolidated overview of telecoms spending throughout the organisation. “Expertise in interpreting incoming operator information and translating it into a single reporting language is crucial in this process. Only then can you be confident about reaching the right conclusions and effectively controlling your telecoms costs”, Renaat Truijen notes. “In negotiations, you often realise that this makes you better informed than your operator. Add to that the market knowledge of the Tam Tam Consulting team and their eagerness to achieve real results, taking into account all possible sensitivities, and you can rest assured that you have a ticket to success for everyone involved.”

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CORELIO MEDIA

From its origins as a Flemish newspaper publisher, VUMmedia grew to a multimedia and multi-regional news company, building on the foundations of De Standaardgroep. Its historical growth path has been characterised by diversification, internal growth, acquisitions and strategic investments. In 2006, VUMmedia celebrated its 30th anniversary, and the Board of Directors marked the occasion by changing its name to “Corelio”. Over the past years, all Corelio employees have worked together to develop into a creative, leading and independent media group. Thanks to some innovative projects, in recent years the group has been able to distinguish itself in a mature newspaper market. With many new initiatives, it has laid the foundation for healthy future growth.

Today Corelio Media = VUMmedia + l’Avenir + Passe-Partout/Connect Regional

RESULTS

- ✓ Consolidation of all accounts
- ✓ Audit + RFP Project = 23% saving
- ✓ Insight into the cost structure