

Time Inc.

Elastic Path™ Software Enterprise Case Study:

Time Inc. pioneers publishing industry
with online magazine membership service

"We had to launch our new MAGHOUND website, which would be a paradigm shift for the magazine industry. The MAGHOUND website launched on time and fulfilled its unique business requirements."

—Abe Cytryn
Chief Technology Officer, Digital, Internet and Ecommerce Technologies at Time Inc.

Company at a glance:

Name: Time Inc. is a major subsidiary of Time Warner (NYSE: TWX)

Industry: Magazine Publishing

Year Founded: 1923

Headquarters: New York, NY, United States

Annual revenues: \$46.9 Billion

URL: www.timeinc.com and www.MAGHOUND.com

Business Goals:

To launch a new online magazine membership service called MAGHOUND

Enterprise Client

Time Inc., a Time Warner company, is one of the largest content companies in the world. With a portfolio of more than 120 magazines, including some of the world's most popular, powerful and trusted brands, it is the largest magazine publisher in the U.S. and U.K., and the third-largest publisher in Mexico. Time Inc.'s popular brands and successful franchises extend to online, satellite radio, mobile devices, events and branded products.

In 2008, Time Inc. launched MAGHOUND, a new magazine membership service. MAGHOUND Enterprises, Inc. is a wholly owned subsidiary of Time Inc., headquartered in New York, NY.

Business Goals

Time Inc. is an established magazine publishing enterprise that was embarking on a new business model. They wanted to enhance the way readers shopped for and purchased magazines with a service called MAGHOUND.

MAGHOUND is a new online membership service that allows people to choose, change, and manage all the magazines delivered to their home for one low monthly fee. MAGHOUND gives people greater choice, flexibility, and control—an innovative approach when compared to traditional circulation marketing tactics. MAGHOUND offers hundreds of magazine titles from Time Inc. and other major magazine publishers. MAGHOUND members can customize their magazine package from four different service tiers at any time.

Membership accounts are managed online, allowing members to replace, cancel, or add magazines at any time.

The requirements for this new MAGHOUND site were unique and complex.

Ecommerce Solution

The IT team at Time Inc. reviewed many enterprise offerings looking for:

- 1. A platform to incorporate recurring billing**
Unlike other business models that stop billing at the time of checkout, the MAGHOUND model continues to bill members every month, and that monthly dollar amount can fluctuate as members can change their memberships in real time.
- 2. Integration with their existing IT environment**
Time Inc. was running an Oracle environment and did not want to make any major changes that would cause disruptions, require retraining for staff, or introduce new complications and project risk.
- 3. A high level of support**
The Time Inc. team wanted to work very closely with their vendor throughout this project.

Deployment

Time Inc. was launching a paradigm-shifting initiative with MAGHOUND. They needed to resolve the most critical and complex technical challenge—recurring billing. With the platform model, the Time Inc. team took 40% of the features out of the box and extended the rest of the features on their own. Time Inc. developers worked with the reusable services within the Elastic Path platform to customize features such as their own CSR application and promotions. They were able to create a basic MAGHOUND site with placeholder sample data within three weeks.

This project required integration with backend systems that would deliver a seamless experience for MAGHOUND customers. The orders that flowed from the MAGHOUND site needed to be funneled into the existing fulfillment chain to many magazine fulfillment houses in the US. The Time Inc. team created a Java process in which the order information was wrapped in a file that would be delivered to each of the fulfillment houses. This would ensure that the customer experience with MAGHOUND was as seamless as with other magazine order channels, such as subscription cards and individual magazine websites.

The Elastic Path platform is based on open technologies. Time Inc. could swap in different developers to the MAGHOUND project who already had a working knowledge of the Spring framework and Velocity engine.

Elastic Path provided a dedicated solution architect onsite at Time Inc. This project for the Time Inc. team met all of the critical requirements and dates.

Results

After 8-9 months of development work, MAGHOUND was launched on time in September 2008 as the first site of its kind, introducing a new way of subscribing to magazines. This was a paradigm shift for the industry and its consumers. Time Inc. was able to deliver this innovation quickly.

IT Environment:

Weblogic Portal and Server

Elastic Path Products & Services:

Elastic Path Commerce 5.0

Results:

After 8-9 months of development work, MAGHOUND was launched on time in September 2008

“We were able to resolve technical challenges that were critical to the success of the project.”

–Jon Malat
Director of Ecommerce and
MAGHOUND at Time Inc.

About Elastic Path

Elastic Path Software provides an enterprise ecommerce platform for the easiest and most cost-effective way to deliver custom ecommerce solutions. The Java-based platform comes with many out-of-the-box features and a full development environment. This enables internal IT teams to develop innovations for business users with a faster time to market. Major global brands such as Virgin Media, Time Inc, and Sony Ericsson rely on Elastic Path. For more information, please visit www.elasticpath.com.

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