

Haymarket Drives down Costs and Adopts a More Efficient Way

CTS worked with the media publisher to understand their business' existing IT processes, as well as onboarding and offboarding workflows. The partner's role was to report back to Haymarket on the performance of their systems and processes.

The challenge

Haymarket began its Google journey in 2012 when it adopted Google Workspace. The idea was for the global business to collaborate seamlessly and break down silos - allowing the best ideas and content to flourish. Haymarket needed a solution to help them successfully control and manage their data to ensure they were getting the most from the digital workplace, so they asked CTS.

The solution

CTS also worked with Haymarket to understand how many additional Workspace accounts the business was paying for that were no longer in use. To improve the offboarding process for the future, CTS recommended that the media publisher used CloudM's management software, CloudM Manage, which would allow them to securely manage all of their data in one platform.

The results

The improvements made to how Haymarket uses Google Workspace has meant it now holds nearly 70TB of data in the system. With easy information sharing part of the system it has ultimately improved collaboration across the organisation. CTS also worked with Haymarket to understand how many additional Workspace accounts the business was paying for that were no longer in use.

“ Having a dedicated customer success manager at CTS has been incredibly helpful. The reports the team produces include important insights that we otherwise wouldn't be able to gather ourselves. As a result, we've been able to make important decisions on how we operate and change our actions. ”

Simon Turner, Head of Business Operations at Haymarket

About Haymarket

Haymarket Media Group is a global specialist media publisher. The organisation publishes content from nearly 60 brands, including marketing magazine Campaign and automotive media titles What Car? and Autocar.

Headquartered in the UK, Haymarket employs approximately 1,500 people across offices in New York, Hong Kong, Singapore, India and Germany.

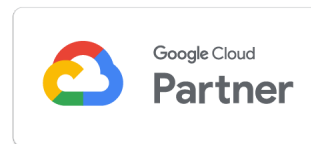
Industry: Media & Entertainment

Primary project location: United Kingdom



About Cloud Technology Solutions Ltd

CTS is one of Europe's largest dedicated Google Cloud Managed Service Providers. They offer unique full-stack solutions for GCP and Workspace.



Products

Google Cloud Platform