

RCS - Google Cloud And Analytics

TIM Group, with Noovle, its Cloud Company, thanks to its GC cert. prof, has supported RCS in the design of a container-based scalable infrastructure. The partner has helped writing IaC scripts (Infrastructure as Code) that allow the automated environment

The challenge

Considering the migration from offline to online content in editorial/multimedia sectors, one of RCS' needs in the past year has been to shift part of its core business online in order to generate steady revenues. So the company has decided to get a more accurate knowledge of its customers, through the use of bigdata and analytics solutions, to accomplish its revenue goals and lower its churn rate

The solution

The company's goals have been accomplished by the adoption and usage of Google Cloud solutions. Specifically, Google Cloud allowed RCS to reach its business needs in two different ways. Firstly, it allowed RCS to allocate its resources in the best way possible, based on business needs and requests. Secondly, it helped the publishing group to keep its costs low

The results

The usage of Google Cloud & analytics has allowed RCS to gather realtime information about user preferences and to select the right keywords for its online content. Furthermore, analytics helped RCS to collect immediate and punctual results on the development of its websites, updated in relation to the number of competing users, on the quantity of news read and on user-presence on its social media

RCS, together with TIM and Noovle selected as reference providers for cloud infrastructure due to their complete offer based on client's needs at an affordable price, was able to reach its business goals and to improve its online strategy and presence. The company developed a better way to collect, analyze and then structure its multimedia and editorial content based on users data and behaviors.



About RCS MediaGroup

RCS MediaGroup is one of the world's major multimedia publishing groups. It is active in all publishing sectors – from newspapers to magazines, from TV to new media – and in the organization of iconic and sport events like Giro d'Italia and is among the leaders in terms of advertising sales and distribution - <https://www.rcsmediagroup.it/en/>

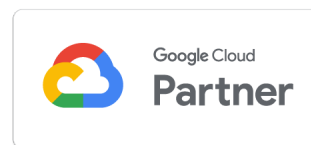
Industry: Media & Entertainment

Primary project location: Italy



About NOOVLE S.P.A. SOCIETA' BENEFIT

Noovle S.p.A. is TIM Group leading cloud enabler & Center of Excellence supporting the digital transformation of Italian public and private companies



Products

Google Cloud Platform

Professional Services Organization