System 9 and Automation Success

TLC Technologies partnered

with Reader's Digest to

Automate the month end

Consolidation for RDA's

Business Intelligence report-

ing process, providing

Reader's Digest complete

consolidated financial data

on day 1 of the month end.

Eighty-million readers. Fifty editions. One undersized magazine.
The Reader's Digest Association (RDA) publishes the world's #1 general-interest magazine, Reader's Digest, which is translated into more than 20 languages. The company also uses its extensive consumer database to market books, how-to guides, cookbooks, special-interest magazines, music and videos, as well as financial and health products. An investor group led by Ripplewood Holdings completed its $1.6 billion acquisition of the firm in 2007.

Reader's Digest was using Hyperion Essbase version 6.5 as their main tool for quarter end closes. They had 5 Essbase administrators on staff manually updating all changes, sub variables, and filters separately. Each administrator was using separate codes and procedures which made all of the Essbase cubes uncommon. This caused time delays and data quality problems with reporting and management information.

TLC Technologies consulted with Readers Digest to automate and consolidate this process. Our experts designed customized Batch Files and MAXL Scripts using programs for their background process. We also designed a unique Front-end Point of Control process. This enabled all Essbase cubes to be automatically updated and programming was common so that all Administrators could see live updates that one another were making. This process helped RDA save cost on manpower (5 people to 2), save time by converting a manual process to fully 24 x 7 lights out processing, and less margins for error with our Point of Control process, enabling common information to flow to Essbase cubes.

The Automation was so well received and ran like clockwork for 4 years that Reader's Digest utilized TLC Technologies to upgrade the Essbase 6.5 system to Oracle / Hyperion System 9.

RDA is now able to experience System 9 functionality, data integration, 24 x 7 automation and "One version of the Truth".

TLC
TECHNOLOGIES