
A Textbook Case of Digital Transformation

Leading educational publisher updates IT infrastructure and workplace services to power its shift from print publishing to digital and adaptive learning sciences.



At a glance

A large global publisher modernized its IT infrastructure, service desk and workplace services and shifted focus to digital learning science.

Outcomes:

- Increased focus on core business goals and adaptive learning
- 25% reduction in server and data-center costs
- Top ratings for service desk customer satisfaction
- 100% SLA attainment

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Even educational publishing giants need to learn new tricks to stay relevant in an era of digital disruption. Facing market upheaval and organizational restructuring, one industry leader seized the opportunity to transform from a traditional, print-centric publishing house into an innovator in digital and adaptive learning solutions. This is how the company created a robust, cost-efficient and flexible IT environment that could support the needs of this increasingly technology-dependent business.

From print powerhouse to digital learning leader

With a long history as one of the largest U.S. educational publishers, the company was preparing to split from its parent company and focus on its core, revenue-generating products. The company partnered with Atos to support the move with IT management consulting, data center and IT services transition, workplace services, and ongoing operational improvements.

Along with the organizational challenges, the company was facing external upheaval in educational publishing. Its industry was being fundamentally altered by new digital products and delivery methods. Print revenues, meanwhile, were declining. To stay viable, the company needed the agility and cost-flexibility to meet user expectations for personalized learning tools, affordably priced student materials and anytime availability of online products and services.

“Whether it’s a student trying to purchase content online at midnight or a sales rep demonstrating products to a school, they need to know the systems will always be available and they can get an immediate response to any issue,” says Atos’ global account executive for this client.

Given these challenges, the learning company began its IT transformation journey with four main goals:

- Increase speed to market for new products and services
- Provide a robust, reliable infrastructure for online content delivery
- Decrease costs to allow investment in growth areas
- Divest non-strategic business units
- Empower employees with innovative technology and processes

Starting a new chapter

To support its leaner organization and its focus on core, industry-specific functions, the company adopted an “asset light” model, transferring its data center and assets to Atos.

Atos has become the firm’s largest IT partner, providing:

- Service desk
- Workplace services/device management
- Data center operations
- Mainframe as a service
- Servers/middleware/storage
- Service management

The partnership has evolved. As new technologies emerged, the company’s cost-pressures increased, and additional business units were spun off to focus investments on the digital business. All the while, Atos has helped it manage consolidations, increase levels of automation and eliminate redundancies.

Atos has adjusted the contractual services as needed to support changing market conditions. This includes deciding what makes sense to outsource and what makes sense to maintain internally, given the publisher’s business and cost-objectives.

2012

Atos signs multiyear IT contract to transition the publisher’s IT services from the parent company and provide ongoing operational improvements

2015

Contract renewed, further consolidation/modernization of IT infrastructure

Higher grades for the service desk

Atos provides service desk support for the client's employees worldwide, using automation to streamline processes for increased efficiency and cost-effectiveness. For example, the team used data analytics to identify and eliminate redundant steps in handling certain types of service tickets.

To balance responsiveness with cost-effectiveness, Atos offers a blend of onshore and offshore support, while presenting consistent interfaces and services to employees in all locations globally.

Technology refresh and consolidation yield savings

After the initial transition was complete, Atos updated more of the digital publisher's infrastructure. Many of its aging IT assets were overdue for refresh and maintenance because investments had been delayed by pending divestitures.

"In 2015, the company had an oversized, outdated collection of servers with operating systems and software that were at or near end of life," says Atos' vice president of service delivery for this client. "Together we reduced the server count by 35% using modern virtualization technology and VCE Vblock to increase efficiency and availability."

Benefits

The modernization and infrastructure consolidation efforts have helped reduce IT costs, increase reliability and sharpen business focus:

- Server and data center costs decreased by 25%
- Outages are at a record low
- Atos has never missed a service level agreement (SLA)
- Employees consistently give the service desk 9+ satisfaction ratings

Meanwhile, the company has been able to focus on its business transformation. Sales of digital units in the higher education market overtook print for the first time in 2016 and have continued to grow.

Study buddies

The partnership has continued to grow and yield benefits for both companies. The publisher visits Atos' Business Technology Innovation (BTIC) center regularly to share innovations and evaluate the relevance of new technologies for its operations. Recent projects include implementing components of Digital Workplace, including Office 365 and back-end automation of recurring service requests.

In true partner form, Atos uses the publisher's adaptive learning platform for its own employee education programs. With 120,000 employees in 73 countries, Atos has become one of the largest corporate users of these adaptive learning tools, which use artificial intelligence to provide a dynamic, personalized learning experience.

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Why Atos for educational publishing

Digital technologies continue to transform learning methods and the publishing industry.

Atos helps to identify opportunities for innovation, streamline and fortify IT support infrastructures, integrate multichannel data-driven workplace services, and introduce automation and AI into business processes.

Learn more at atos.net/na or email info.na@atos.net.

2016

Business milestone: Digital exceeds 50% of higher education sales

2018

Second contract renewal

2019

Server and data center costs down by 25%

About Atos

Atos is a global leader in digital transformation with 120,000 employees in 73 countries and annual revenue of over € 12 billion.

European number one in Cloud, Cybersecurity and High-Performance Computing, the Group provides end-to-end Orchestrated Hybrid Cloud, Big Data, Business Applications and Digital Workplace solutions through its Digital Transformation Factory, as well as transactional services through Worldline, the European leader in the payment industry. With its cutting-edge technologies and industry knowledge, Atos supports the digital transformation of its clients across all business sectors. The Group is the Worldwide Information Technology Partner for the Olympic & Paralympic Games and operates under the brands Atos, Atos Syntel, Unify and Worldline. Atos is listed on the CAC40 Paris stock index.

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Let's start a discussion together



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