

Headline@The Independent

From Canary Wharf to South Quay in 10 Months

Headline has been working closely with The Independent (UK) Ltd, in a challenging project involving the relocation of the company from Canary Wharf to South Quay.

The project had to be completed by the end of 2000 and included the installation of new advertising, editorial, production, circulation and accounting systems - to produce the flagship Independent and Independent on Sunday.

System Specification

Headline were commissioned to evaluate the supplier market, identify and install a new ad booking and production system. Initially, this involved identifying those suppliers able to offer potentially suitable solutions to meet the business needs of The Independent.

The move to South Quay from Canary Wharf in November 2000 provided the immovable deadline to get the 120-seat system selected, purchased, installed and live - no mean task!

Industry Experience

The Independent chose Headline to work with them on this challenging project because of our broad experience installing advertising and editorial systems within this industry. Working alongside the System Suppliers, we provided resources to The Independent in project management, system configuration, courseware design, training, report writing and hand-holding.

By autumn 2000 all sales executives were fully trained, operational on the new system, and benefiting from the many new sales tools now available.



"Headline were immediately in tune with the requirements of a vibrant advertising department on the eve of a new millennium.

Their technical skills together with their understanding of the complexities of advertising made them invaluable throughout"

*Nigel Tisdale
IT Director*

Having all users live on the new system in Canary Wharf, prior to the physical move to South Quay mid October, minimised the unavoidable upheaval and change associated with moving premises and migrating to a new system.

By early December all Production staff were also fully trained on copy chasing and electronic pagination.

The success of any new installation is dependent on skilled project management. Headline provided project management services to ensure the successful communication and integration between all departments.

Reports

Headline produced over 70 tailored reports before handing over to a resource at The Independent. The reports were written using the popular reporting package, Crystal Reports and spanned the requirements of various departments including classified, display, accounts and production. (See the article on Crystal Reports below).

Go Live

The Independent dated 5th December 2000 was the first issue produced from the new system. Success! The deadline was achieved.