

CASE STUDY

Radcliffe Group

50%

cumulative annual
growth

15%

improvement in
sales productivity

1

single view
of the truth

Radcliffe Group is a rapidly growing publishing company, responsible for bringing the latest medical knowledge to life for an international audience of cardiovascular professionals.

They strive to make important medical news and learnings more accessible and engaging, using a combination of articles, videos, podcasts, live broadcasts, and events on a range of topics that are critical to the advancement of cardiology.

Due to their expanding business, Radcliffe's existing data management had become inefficient and unwieldy, causing blind spots and operational bottlenecks that were costing time and money.



“

We had a complicated set up. But they helped uncomplicate it. The challenge was to improve data quality and to get it in a much more shareable format... It was all a bit of a mess, with many disparate systems. It wasn't easy to see what was going on, to make good decisions.

David Ramsey, CEO, Radcliffe Group

”



THE CHALLENGE

To build a data model and series of analytical dashboards that represent the entirety of the business.

To implement in stages, over time, a plan to integrate systems, fill functional gaps and develop robust processes that produce high quality data.

The Radcliffe mission is to bring medical knowledge to life and to do this they needed to move away from the poorly configured systems and spreadsheets, towards an integrated digital eco system. This would allow them to manage all aspects of performance as well as the impact its content & events were having on global clinician subscriptions and engagement.

As a rapidly growing business, a sympathetic approach was needed, so we designed a roadmap to accommodate operational and budget constraints.

Most importantly, Radcliffe needed a partner who “gets” what they do. Previous attempts to engage systems integrators had failed to create a positive impact on business performance, they needed an agile, collaborative company who could handle the complexities of their business alongside the ebb and flow of their operation.



These guys have run high growth, PE backed businesses themselves; they know how to get simplified data sets in place so that they're high quality and manageable, so they work for you, not against you... They knew what we needed and how we could achieve it within our budget. They understood what we needed better than we did.



THE SOLUTION

Following an in-depth discovery process, both parties agreed on an overall business objective and impact strategy with clear priorities.

Sales and production were tackled first, resulting in the creation of new processes producing high quality data and providing the business with new levers for control.

We developed a new data strategy to create relationships between each function of the business. These relationships build a narrative through the business process that can be used to manage products, customers and end-users. New interactive dashboards, updated on a twice-daily cycle, help Radcliffe simplify and align their data to provide insightful management information. All the stakeholders, from sales and production to CEO and COO, can now ‘speak to each other’ based on a common understanding of performance.

The Microsoft Dynamics CRM and JIRA solutions were identified as the best and most cost-effective way to streamline sales & production processes. With the support of the business projects team and department heads, we rolled out new processes and systems, selling in the benefits, providing training and managing resistance.

Pending an upgrade to the Radcliffe CMS, we were able to automate the measurement of global customer engagement with Radcliffe content. Robotic process automation (RPA) technology was implemented as a mid-step to automate the extraction of website data required by customers. This data was used to automate sales reporting until an eventual migration to Drupa 9.0, implementing a more robust taxonomy for the collection of content usage data.





THE OUTCOME

Since implementing Reddish Green's solutions, Radcliffe have become more aligned in the way they use common data sets, no more spreadsheets produced in silos just a single view of the truth. The business is more focused and more in control of operations.

Because they're all now working 'from the same page' the business is better optimised spending more time adding value. Radcliffe now has greater control over the processes and outcomes that are critical to their business.

Alongside their content production capability, they've developed a reputation as a media tech business as a result of their advanced customer analytics. This is now seen as a significant competitive advantage in the medical communications, medical education market.

THE FUTURE

As Radcliffe has grown and become more complex, their strategic focus has changed.

Reddish Green continue to provide support by advising on technological investments and ensuring the dashboards evolve over time to ensure they remain relevant and maintain the data infrastructure.

Reddish Green support the data warehouse and integrations that underpin it.

MICROSOFT PRODUCTS USED

CRM Dynamics, Power BI, Microsoft Office Suite, Azure.

SERVICES PROVIDED

1. Technology leadership & strategy
2. Deep dive data & technology discovery with recommendations / road map
3. Design of processes and data model to support business operations and reporting of KPI's
4. Decommissioning old systems, migrating data and integrations where required
5. Training and on-going adoption support to transition to a "new normal"

BENEFITS

- + Barriers to growth have been reduced, resulting in 50% growth per year, for the last 4 years.
- + Problematic data silos have been largely eliminated, which means the Radcliffe team are now all working from the same version of the truth.
- + 56 days of productivity (15% of sales time) have been saved with automated of data collection and production of sales reports. Less time spent on reporting has freed more time for sales and customer engagement.
- + Profit margins have increased thanks to a clearer understanding of cost drivers.
- + Dashboards can be shared with clients for absolute transparency.
- + Data can be used for competitive advantage during the sales process, because the team can now pinpoint value-add at a granular level. This has driven the media tech perception.