



The Transformation That Changed the Headlines

How a Leading Indian Publisher Found its Single Source of Truth.

THE SILENCE BEHIND THE HEADLINES 01

A leading Indian publishing house. Millions of readers. Decades of legacy.

But behind the headlines? Chaos.

They told the nation's stories every morning.

But inside their walls, data had no voice.



THE UNSEEN PROBLEM 02

But ask three different teams about "impressions"? You'd get three different answers.

Marketing had Google Analytics. Product had Piano. Editorial had Q.

Three teams. Three metrics. Zero alignment.

Marketing, Editorial, and Product each spoke a different language of "success."

THE NUMBERS THAT TELL THE STORY 03

3

Different definitions for the same KPI across teams

100%

Reliance on siloed, vendor-specific analytics

0

Enterprise data warehouses in the organization

0

Ability to answer cross-functional business questions

The result? Decisions made on instinct, not insights.

ENTER THE ALLY 04

It all began with one question: "How can data help you see yourself more clearly again?"

The 3-phase Journey:

- ✓ Phase 1: Strategic Advisory & Consulting - We didn't sell technology. We sold vision. Mapped their business strategy to data needs.
- ✓ Phase 2: Data Governance - Standardized KPIs across all teams. One metric. One definition. One truth.
- ✓ Phase 3: Built a unified enterprise data platform & BI on GCP.

THE FORCES WE HAD TO DEFEAT 05

The real roadblock? Not people, but the mindset.

- ✓ Each team guarded its data like a kingdom.
- ✓ Fear of losing control replaced the desire to collaborate.
- ✓ "Google Analytics is our Bible," said Marketing.
- ✓ "Our platform metrics are enough," said Product.

THE TURNING POINT 06

We showed them this:

"You have 5 million subscribers. 100,000 spend 10+ minutes every Thursday on gardening content. No other newspaper in India, not even the largest Indian publication can tell advertisers this."

Marketing: "Wait... we can charge premium rates for this?"

That's when they saw it. Not a data warehouse. A competitive weapon.

THE TRANSFORMATION 07

For the first time, data stopped dividing teams. They didn't just get a platform. They got a new way to think.

- Marketing could now pitch audience segments, not just impressions.
- Editorial saw which topics drove loyalty, not just traffic.
- Leadership finally had one dashboard to guide strategy.

Editorial, marketing, product – one truth, one vision.

THE OUTCOMES 08

From disconnected insights to a unified data vision. Here's what changed

- ✓ 6% increase in paid subscriptions powered by integrated audience insights
- ✓ Unified enterprise data foundation enabling ML and GenAI adoption
- ✓ Real-time executive dashboards transforming strategic planning into action
- ✓ 2-Year data transformation roadmap aligned to business and monetization goals
- ✓ Data-driven campaigns and personalization that boost engagement and conversions

THE LEGACY, REBORN 09

This wasn't just a tech project. It was a cultural shift.

From silos → to synergy.
From confusion → to confidence.
From "my data" → to "our truth."



And though the engagement ended, the foundation remains ready for the next chapter.

EVERY ORGANIZATION HAS A DATA STORY

Some are trapped in silos.
Some speak different truths.
Some don't even know what they're missing.

What's your story?
Let's write the next chapter, together.

Contact Us