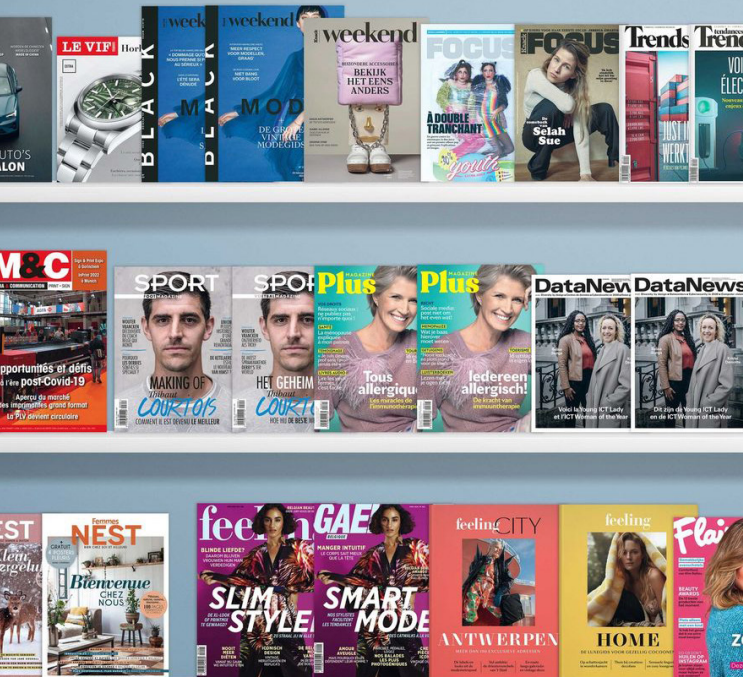




CUSTOMER CASE

Roularta Media Group targets new digital readers with an updated “Mijn Magazines” app

Roularta Media Group leads the Belgian magazines market with well-known brands such as Knack, Trends, Libelle, Flair and Sport/Voetbalmagazine. To offer their readers an attractive digital (and mobile) alternative for their paper magazines, Roularta Media Group wanted to launch a completely renewed app, as the previous app was complex and limited in features. AE was asked to step in and help design and develop the new app.



In short...

Challenge



Roularta aimed to double its digital subscriptions, but faced technical limitations and an unappealing app.

Solution

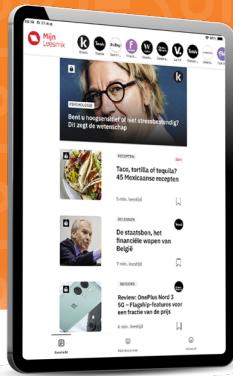


AE modernised and simplified the app architecture, moved to Azure and paved the way for future features.

Results



After the new app was launched Roularta noted a 40% productivity increase in its digital operations. The reader found their way back to the app, stayed longer and read more.



Challenge

Paper media have been struggling with a declining reader market for years. More and more people are eyeing digital alternatives. Roularta Media Group experimented with a digital mobile alternative. But this first version struggled and scored poorly in convincing the young generation to subscribe. "At the moment, only a good 5 percent of our subscriptions are purely digital", said **Roularta CEO Xavier Bouckaert** in an interview. That's why Roularta decided to go back to the drawing board for their mobile app.



Solution

We collaborated closely with Roularta to stabilize and refactor their "Mijn Magazines" app. The app was rebuilt entirely on the Microsoft Azure cloud platform. It's ready for upcoming features and boasts quicker development cycles and enhanced user experiences.

The biggest challenge – changing the app while it was operating at full capacity – was tackled by a step-by-step rebuild. AE released a new version of the app every two weeks.

Together, progress was measured, monitored and incorporated into new plans. "The speed of development increased exponentially. We achieved 40 percent more with the same budget and efforts", explains **Luc Neysens, CIO of Roularta Media Group**.



Results

Less than six months after we started, the app had been rebuilt and the first new features launched. The results followed just as quickly. More sleeping subscribers found their way back to the app. Moreover, subscribers stayed on the app longer and read more articles. "In less than three months, the biggest problems were resolved, and the app ran more stable than ever before", says Luc Neysens proudly. "By splitting the back and front end, we were able to improve the app for our readers, even though our underlying processes were not yet optimal. In the next phase we will upgrade and simplify the underlying complex structures, the API, the data and internal programs."

How AE made the difference

AE's collaborative approach blended with Roularta's vision, facilitating a seamless transformation. Therefore, AE created a specific customer team consisting of an architect, designer, proxy product owner, analyst, developers and testers. The team collaborated intensely with Roularta. "They shared their knowledge of magazines and we combined that with our digital expertise," says **Evi Guilliams, Client Service Manager at AE**. "We like a pragmatic approach and open collaboration. We discuss each proposal together and build proof of concepts. The idea is to achieve the best results based on shared expertise and live experiments, in line with the business objectives."



DON'T TAKE OUR WORD FOR IT

"We were able to benefit from AE's extensive knowledge, their creativity, active way of thinking and methodical approach. The AE team became the catalyst for our digital strategy."

Luc Neyens, CIO Roularta Media Group

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**Talk
to our
expert**

