



#### VUM

Belgian publisher of Dutch language newspapers including De Standaard, Het Volk and De Gentenaar; door-to-door media; and online news services.

**Industry:** Publishing  
**Geography:** Belgium

#### Deployment Summary

- With the help of TIBCO's software, VUM has improved the efficiency of their editorial and advertising production process.
- Leveraging TIBCO's SOA platform, VUM has standardized its business processes throughout the organization.
- VUM is using TIBCO's SOA platform to create and connect services from different file formats to CCI Europe's publication production system, resulting in seamless connection with existing software.

#### Benefits

- Well-organized flow of information from advertisement bookings to advertisement planning and editing.
- Convenient output options to newspaper, web site, and third parties.
- Standards-based software simplifies extension and/or connection with other systems.
- All connections are visible at a glance from one central point.
- Complete, integrated administration processing for fast, simple, optimal service.



"If we had done the development and testing ourselves, it would have taken us weeks if not months. With TIBCO, it only took one week. The short learning curve is also impressive."

**Jan Lafosse, ICT Manager for Infrastructure at VUM**

## VUM Streamlines Production Process with TIBCO's Software

VUM specializes in the processing and structured supply of information that is carefully tailored to suit specified target groups. To ensure that the production process runs as efficiently as possible, VUM uses tools, including software from TIBCO Software Inc. (TIBCO), to streamline the editorial and advertising production process.

As one of the largest media providers in Belgium, VUM's newspaper production process had become very complex with a variety of applications and systems. At the beginning of 2002, VUM launched a project to link the various software packages to the publication production system of CCI Europe. Using internal IT resources, VUM had been able to create more than thirty connections. However, it was becoming increasingly clear that in-house development was not optimal and that it was necessary to bring in expertise and purchase software from third parties. Following an extensive market survey, Jan Lafosse, ICT manager for infrastructure at VUM, decided on TIBCO. "TIBCO stood out due to its market-leading role in the field of SOA solutions. In the discussions that followed, it soon became clear that TIBCO

had the necessary knowledge and expertise to make our complex process structure manageable and to optimize production and service."

#### Implementation in phases

VUM has implemented the modifications to its complex process structure in phases. The first phase focused on integration of editorial systems. Next, the company replaced the software for advertising layout in collaboration with TIBCO. Although VUM had already begun to develop solutions internally, they realized that additional expertise was required. "It soon became clear that connection was more complex than it first appeared," says Lafosse. "We have completely redesigned the developments using software from TIBCO. It proved very easy to implement and produced almost immediate results."

In the third phase, VUM tackled the issue of sharing editorial content with third parties. Once texts have been written by journalists at VUM and undergone the whole editorial production process, these are published in one of the newspapers. The texts are also extracted from the system, published on web sites,

and delivered in electronic form to third parties, in the requested format. In this phase, the data streams were combined into one manageable flow of information. As part of this phase, the software for advertisement bookings was replaced by TIBCO's solution. "We soon discovered that the solutions from TIBCO could not only offer help with the integration phases, but were also ideal for problems that we encountered during smaller projects." For example, TIBCO helped with the [www.spotter.be](http://www.spotter.be) web site, a commercial initiative from VUM. Spotter.be is a collective site where suppliers can present their products. Content from the supplier is converted and sent to the site. "This seems easy enough, but we discovered that if we were to do this ourselves, it would take much longer. With the rapid processing provided by TIBCO's solution, we can make optimal use of internet opportunities," says Lafosse.

In the fourth phase, VUM changed part of its administration processing using TIBCO's SOA solution. TIBCO helps to make the customer data from SAP available to employees. In the future, this data will also be made available to news agents. A news agent will, for example, be able to amend the number of copies received or its own data so that time consuming procedures are no longer required. The news agent can amend its own data via a web site so it is updated directly to the administration data and throughout VUM.

### Fast and well-organized

Lafosse appreciates the convenience and speed with which he can develop and test in a TIBCO environment. "In phase two of our project, we made fundamental changes. If we had done this ourselves, it would have taken us weeks if not months. This way, it only took one week. The short learning curve is also impressive."

For the implementation of the software, VUM received assistance from a TIBCO consultant, who was onsite for a number of weeks at VUM's request. "We are glad we hired him," says Lafosse. "He quickly guided our employees in the right direction and taught them a good working method."

According to Lafosse, the major advantage of the software from TIBCO is easy monitoring. Prior to implementing TIBCO's software, there were many different scripts on the various systems and it was difficult to monitor which script had been processed by what. Lafosse can now see at a glance from one central point whether all the connections are functioning correctly. "This played a crucial role in our decision to purchase TIBCO's software," says Lafosse.

### High expectations

Due to the success of the implementation process so far, expectations for the controllability of the TIBCO environment are high. "Changes are easy to implement and I have a good overview of all the connections on one screen," says Lafosse. "If problems occur, I expect to be able to quickly see what is wrong, but we still need to gain experience in this."

"The expertise and help that TIBCO provides ensures that processes are integrated more quickly and efficiently. We are therefore able to optimize the service we provide for our customers."

**Jan Lafosse, ICT Manager for Infrastructure at VUM**

### Election results

One of the most recent projects for which VUM enlisted help from TIBCO was in processing election results. "The most important thing that a newspaper can do for its readers is to constantly provide the most up-to-date news. We want to offer our customers 'news as it breaks'. In practical terms, this implies that we want to begin printing the newspaper as late as possible and we must have the most recent results," explains Lafosse. TIBCO can instantly process the results that trickle in throughout the day from various sources. "The expertise and help that TIBCO provides ensures that processes are integrated more quickly and efficiently. We are therefore able to optimize the service we provide for our customers."



**TIBCO Software Inc.** (NASDAQ: TIBX) is a leading independent business integration software company and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

[www.tibco.com](http://www.tibco.com)

Global Headquarters  
3303 Hillview Avenue  
Palo Alto, CA 94304

**Tel:** +1 650-846-1000  
+1 800-420-8450

**Fax:** +1 650-846-1005