

Haymarket Group



The Haymarket Group is built around three distinct businesses - Publishing, Electronic Publication and Exhibitions. Although most people are familiar with a lot of Haymarket's publications, they are often surprised to learn the full extent of the group. With a turnover of £230 million and 2000 employees over eight sites in the UK, the group, headquartered in Hammersmith, is one of the UK's success stories.

Bill Murray, Haymarket's Managing Director - Group Business Information Strategy, is not a man who has the time to take unsolicited phone calls. He was, therefore, surprised to find himself not only having an interesting conversation with Philomena Hodgetts, Business Development Executive, from CCL, but also agreeing to a meeting with CCL's Managing Director, Andrew Krauze. "It was probably the best "cold call" I had ever received", Bill laughed "Phil was very knowledgeable and quietly persistent. I met with Andrew and was impressed with CCL's experience and independence. I was in the process of reviewing our outsourced hosting solution and thought that an independent view on the process would be useful."



CCL's consultants Tim Fowler and John Pye's first tasks were to establish a detailed Specification of Requirements from interviews with key Haymarket personnel and then, working closely with the business, create an ITT for issue to potential suppliers. CCL then reviewed the suppliers' responses...quite a time consuming task, as a significant amount of clarification was required.

"The resulting Recommendations Report was extremely comprehensive. It was very clear and helpful and identified a shortlist of three potential candidates, all of which were very acceptable but CCL were able to indicate which of the three appeared subtly ahead of the others."

Bill summed up by saying "The whole project has proved very successful, for three main reasons:

1. We have ended up with a more efficient and flexible solution, which will allow for the business' anticipated growth
 2. We have achieved a minimum of 10% savings
 3. This project was taking us outside of our comfort zone, we are a publishing company, not an IT company.
- CCL's involvement gave us confidence and made making an important business decision much easier."



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