



MASTERING M&A: THOMSON REUTERS

The cloud proved to be a critical new sourcing option in the merger between information services giants Thomson and Reuters

DATE: 18 January 2010

CASE STUDY

*John Spillane
Head of
Business Process,
Global Business
Operations,
Thomson Reuters*

Our business simply couldn't have achieved the results it has seen in the last year without the sourcing of cloud-based applications for CRM.

Both sides of the merged business [information services companies Thomson of Canada and UK-headquartered Reuters came together in April 2008 in a \$17.2 billion deal] had excellent back-end order processing systems, built around on-premise sales and customer relationship software.

We looked to application services [namely, Salesforce.com's CRM software] from the cloud as a means of bolting on a more intuitive, less clunky front end for the unified sales operation, that would bring new levels of flexibility. It was really the only way to cope with the pace of change.

We were able to deploy the cloud sales service globally in just six months, and over the past year have seen through a volume of change requests that really would not have been possible with traditional application change and release routines. Through the common cloud platform, everyone in sales has one tool and everything they need to sell any product or service. They can manage every aspect of the sales engagement process from the browser.

There are none of the operational constraints that can hamper a business with global operations. There are no deployment challenges. All the issues of data centre capacity and resource

availability, of infrastructure and pipelines, security and access were effectively outsourced.

Use of the cloud has completely unified the sales process operations in 100 countries. There is consistency across the globe. The merged business now has an absolute clarity of the sales pipeline, and excellent forward visibility on sales forecasts. The cloud-based sales apps are helping to provide the headlights for the business, while the finance systems are the rear-view mirror." ●

Use of
the cloud has
completely unified
our sales process
operations in 100
countries