



Cumulus Media Reduces Costs with a Cloud-based Solution

The Challenge

As its business evolved, Cumulus Media discovered that it needed more technology support. The company's biggest needs were a system that would be easily accessible, scalable, and reliable. Its previous systems were hosted solely on-site. With 93 markets all contained in one central on-site system, important data was often hard to disseminate to individual project managers in particular markets. Additionally, VPN Tunnels were required to connect to main servers, making access to servers in Atlanta difficult for other offices in New York and Dallas. Costly licensing fees had become a budgetary concern, and the company was looking to reduce cost.

Client Overview



A leader in the radio broadcasting industry, Cumulus Media (PINK: CMLSQ) combines high-quality local programming with iconic, nationally syndicated media, sports and entertainment brands to deliver premium content choices to the 245 million people reached each week through its 446 owned-and-operated stations broadcasting in 90 US media markets (including eight of the top 10), approximately 8,000 broadcast radio stations affiliated with its Westwood One network and numerous digital channels. Together, the Cumulus/Westwood One platforms make Cumulus Media one of the few media companies that can provide advertisers with national reach and local impact. Cumulus/Westwood One is the exclusive radio broadcast partner to some of the largest brands in sports, entertainment, news, and talk. Additionally, it is the nation's leading provider of country music and lifestyle content. For more information, visit www.cumulus.com.



The Solution

Cumulus partnered with Velosio for an increased level of support, including periodic need assessments. The company made the decision to migrate from Microsoft Dynamics GP 2010 to Microsoft Dynamics GP 2015, as well as to shift from an on-site based system to a cloud-based system. By combining Dynamics GP for ERP, and Adaptive Insights for BI, Cumulus achieved a more integrated, total solution. The transition to the cloud decentralized the work process, and “unchained users from their desks,” allowing them to access GP data from anywhere through cloud-based browser functionality. During the upgrade to GP 2015, all GP integrations were streamlined, and the company switched to SmartConnect from Integration Manager. With all systems now in the cloud, connectivity between systems drastically increased, allowing data and reports to be shared across systems quickly and easily. The corporate workload greatly decreased since a central officer is no longer required to handle data and report distribution.

The Results

- Cumulus estimate a savings of \$250,000 over five years in licensing fees alone
- When including other considerations such as server costs and increased project efficiency, savings estimates could reach \$500,000
- Attention has now turned to refining processes with a view to increasing productivity and efficiency
- Periodic assessments with Velosio team identify potential areas of improvement

Ready to grow your business?

Call 888.725.2555 or email: info@velosio.com and start a discussion with a business technology expert.



Velosio is a new leader in cloud, that simplifies *your* journey to NEXT. We guide you, deploying best-fit business applications that keep you ahead of the competition in today's digital-first business environment. We balance visionary ideas with pragmatism, delivering an exceptional client experience that drives business value faster. www.velosio.com

