

Webvision at Thomson Reuters:

Delivering premium content to the worldwide investment banking sector



Capital Markets Insight Publications (CMI), part of the Financial and Risk group within the Thomson Reuters organisation, chose Abacus' Webvision content management system to drive both its print and digital titles in 2004. More than a decade later, Webvision continues to play a key role in providing a single production system for CMI's subscription-based publications for the worldwide investment banking community, regardless of whether content is viewed in print, online or, increasingly, on mobile devices.

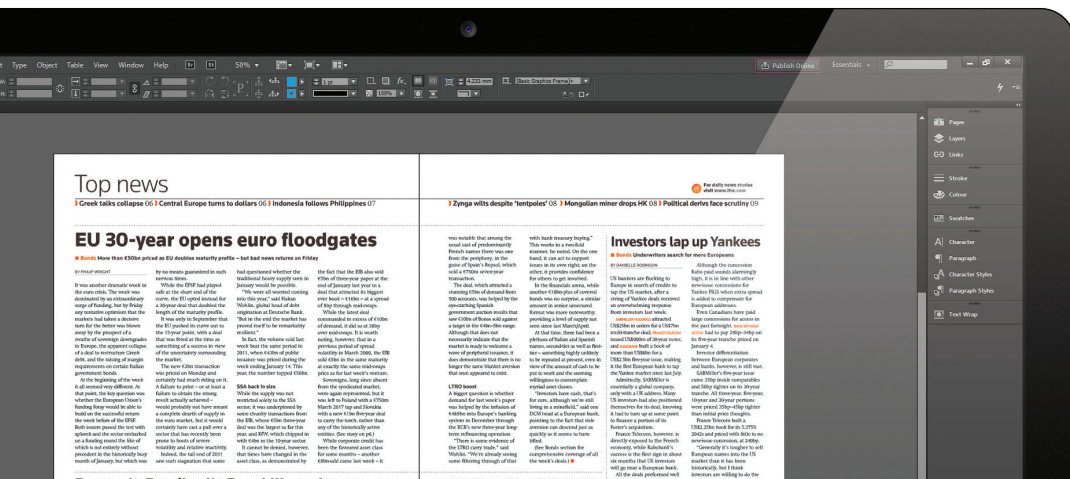
Charlotte Sims, Proposition Manager, Capital Markets Insight:

"We are quite unique within the predominantly electronic environment of Thomson Reuters in that we have both a print and digital business. Webvision was originally chosen for its uniqueness in being a single production system able to handle print and online – and to this day, there are not many other systems which can do this effectively."

Webvision at Thomson Reuters

Webvision powers three publications and their associated web sites – International Financing Review (IFR) and Hong Kong-based IFR Asia providing global capital markets intelligence, and PFI (Project Finance International) which focusses on the global project finance marketplace. The software is used by over one hundred journalists, freelancers and editors around the world to input and create their articles, incorporating text, tables and images. Webvision handles the various stages of the production workflow, directing the final content in the appropriate format for both print and digital media. For the print titles, content from Webvision is exported to InDesign to handle page layout and generate the PDF files which then go to the printers. Webvision also manages subscriber access to the web sites.

"In our industry, IFR magazine is still very popular. Its premium content ensures that it retains its kudos amongst the most senior investment bankers."

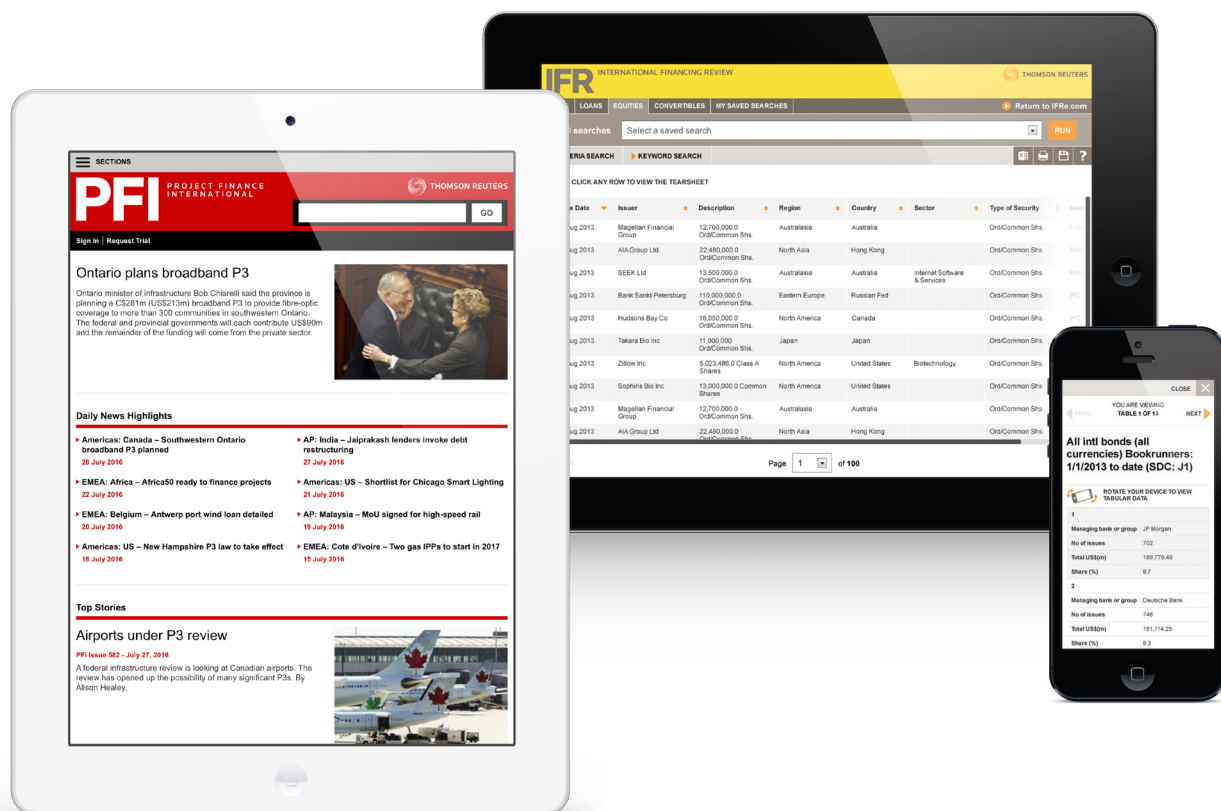


Moving to a mobile environment

CMI had seen that users were visiting their sites on a mobile device but numbers of return visits were relatively low due to the poor viewing experience over smartphones. To address this need, in 2015 Abacus was commissioned to move the Webvision sites to a responsive model which automatically adapts the display of the content – including news stories, asset class wraps, features, league tables and archive search – to whichever device is accessing the content, be it desktop PC, tablet or smartphone.

Charlotte carried out considerable research to determine whether the organisation's mobile strategy should be based on apps, mobile sites or responsive. *"Although Apple continues to lead the market, there is a greater proliferation of mobile operating systems. By adopting a responsive model we only had to build one product per title – rather than have multiple versions – which was not only more cost effective but also ensured that we only had to undertake the development once, and that it could be designed to handle whatever happens in the mobile market in the foreseeable future."*

As a result of the development CMI reports that there has been a change in viewing behaviour with tablet and smartphone users now making return visits to access the content.



Integration across the business

In addition to driving CMI's online and digital titles, Webvision also feeds content to other Thomson Reuters' products such as Eikon (their financial news and data platform) and Newsroom, their news archive product.

As a further development, Webvision is now being integrated with Lynx, the global Thomson Reuters' editorial platform. Once live, the integration will automatically feed online content (for the web sites) from Lynx to Webvision which will handle final editorial changes and delivery to the live sites.

Future developments

Over its ten plus years at Thomson Reuters, Webvision has, not surprisingly, gone through a number of different versions and upgrades, together with other bespoke developments either to suit a particular way of working for CMI or to deliver additional functionality.

New developments continue with Elastic search, an open source enterprise level search technology, which has been adopted across Thomson Reuters, which will see Abacus, in conjunction with the internal development team at Thomson Reuters, replacing the current FAST search within the CMI sites to improve functionality and performance.

Charlotte: *"As Abacus has grown, their product release and project management capability has also expanded and we have seen the benefits of this in our ongoing relationship with the company. The developments which have been undertaken and in which we continue to invest, ensure that Webvision remains a key part of our publishing operation, and that it continues to suit our needs."*

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