



Broadcasting information in real time



Automated processes.
Faster, more effective reporting.
24-7 access.

Premiere Radio Networks, Inc., a subsidiary of Clear Channel Communications, syndicates 90 different talk, entertainment and sports programs and services to more than 5,000 radio affiliations throughout the United States. The number one radio network nationwide reaches over 190 million listeners weekly through top personalities ranging from Rush Limbaugh to Casey Kasem and Jim Rome. At a time when many big names in the U.S. print and television media are losing readers, viewers and advertising dollars in droves, Premiere Radio Networks has experienced a period of steady growth. One of the main drivers for its success is that the company listens to its audience – by supplementing traditional radio programming with a wide range of multimedia services or simply providing content that makes people want to tune in day after day.

24-7 access

As the company's financial controller, Stewart Ellner also listens closely to the needs of his different 'audiences' so that he can support their decision-making processes with relevant financial and sales information. "Our people are often on the road and want access to information 24-7," he explained. "That's why I started looking for a Web-based reporting solution that would provide direct access to important information in real time."

Easy to use

Ellner looked at many different products including IBM Cognos and Oracle Hyperion before being introduced to Cubeware by Data41, a business intelligence consultancy based in Los Angeles. Following an online demo of Cubeware Cockpit V6pro, he was immediately impressed by the software's ease of use and installation. "We just didn't get that kind of response from the other vendors," Ellner recalled. "Our project would have involved considerable IT intervention and taken weeks – if not months – to roll out."

Profit and loss report

Budget-actual variances

Flexible views by month or company

Account	2010 Budget	2010 Actual	2010 Variance	2009 Budget	2009 Actual	2009 Variance	2008 Budget	2008 Actual	2008 Variance
Total Gross Ad Revenue	108,879	121,911	13,032	111,778	121,760	9,982	101,725	101,725	0
Total Net License Fee Revenue	26,468	27,913,867	4,527,399	3,862	16,366	12,504			
Total Other Revenue	138	138	0	1,714	1,714	0			
Total Operating Expenses	94,324	94,324	0	94,794	94,794	0	94,794	94,794	0
Net Income	40,697	55,178	14,481	17,000	23,000	6,000	10,000	10,000	0

” *What I like best about Cubeware is the easy integration. We have information coming in from a CRM package, an Access database, SQL Server and TM1. With Cubeware as the common denominator, we can easily bring that information together and show it all at once.*

Stewart Ellner,
Financial controller at
Premiere Radio Networks

✓ **Fast implementation**

In comparison, implementing Cubeware only took a day and a half. With the support of a Cubeware consultant, Ellner received hands-on training and generated the first fifteen reports in less than ten days. “Our consultant Steffen played a very, very big part in taking and rolling this out very quickly; his knowledge is simply fantastic,” Ellner added. “Our IT department helped us get everything loaded onto the servers and ensure that everyone had proper access. From that point forward Andrew Sokolsky, a gentleman who bridges the finance and IT department, Steffen and I have basically brought the solution where it is today.”

✓ **Common denominator**

From a technical standpoint, one of the main challenges of this project was merging information from several independent systems. Thanks to Cubeware Cockpit V6pro’s open architecture, Premiere Radio Networks can combine various data sources and technologies in a single report. As a result, it can now create an advertising report that combines sales and broadcast data residing in IBM Cognos TM1, general account information and specific comments on advertisers from Sage SalesLogix, and market share data from Miller Kaplan’s XRay. And if users have further questions, they can drill through to the underlying systems directly from the Cubeware front end to find the answers.

Currently, over 50 users ranging from the company’s president, vice president and CFO to senior-level sales managers and most members of the accounting department profit from the new Web-based solution. Instead of waiting hours or even a day for someone to push them information, they now have accurate information at their disposal whenever they need it. So whether they are on the road or in front of a client, the users know exactly where they, that particular account or the company as a whole currently stands in the sales forecast.

✓ **Soft sell**

Getting user buy-in is one of the key factors in determining the success of a solution. That’s why Ellner is committed to taking an evolutionary instead of a revolutionary approach to the solution’s roll out. “I took the reports that we generated manually and explained to the users what I am going to do first and how I am going to present it to them,” he explained. “So far, I have addressed about 90% of what our users really need and already people are asking if it can do this or that, too. And since the functionality is similar to other programs that they have already used, I am confident that we are going to get the buy-in we need rather quickly.”

✓ **Up next**

In the future, Ellner plans to integrate other databases to the current solution to help the company’s credit and collections department make better and faster decisions. In a separate project, he also intends to deploy Cubeware as an online budgeting tool.



Technology

- Cubeware Cockpit V6pro
- IBM Cognos TM1
- Microsoft SQL Server
- Various operational systems (e.g. Prime, Sage SalesLogix CRM)



Solution

Premiere Radio Networks, the largest radio network in the United States, has automated its manual reporting processes with a Web-based solution based on Cubeware technology. Over 50 users now have 24-7, on-demand access to current financial information on its 90 different shows and detailed sales reports on individual advertisers.