

## Telegraph Media Group

Design & Delivery of  
Digital Solutions



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### The challenge

- Adopt a scaled agile delivery approach implementing Scaled Agile Framework (SAFe)
- Understand how best to organise multiple teams concurrently working on the same code base
- Establish an agile engineering culture able to deliver rapid change while ensuring high quality
- Build in-house engineering teams to transition
- TMG away from over-reliance on 3rd parties
- Explore a new business model blending TMG content with commerce by launching TMG Travel
- Re-platform the Telegraph news website from the legacy to best-of-breed Content
- Management Systems (CMS) within 12 months
- Re-platform a wide array of TMG Mobile applications and Webservices services to use an Enterprise Integration Platform
- Stabilise a number of strategic legacy enterprise applications

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### The Background

#### Getting ahead of the Competition:

Telegraph Media Group, in common with other major organisations is experiencing a major digital revolution with strong competition from relatively new scale players, including Apple, Google, Facebook and BuzzFeed as well as traditional rivals such as The Guardian and the New York Times.

#### Customer Expectations:

News and content they trust and love to be delivered at speed wherever they are, whenever they want and via a rapidly and ever increasing array of platforms and devices.

#### Harnessing Changes:

Discover new ways of delivering its products while ensuring that it effectively monetises its services and maintains customer and brand loyalty.

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## Our response

Initially, 6point6 seconded a member of the senior management team as Interim Head of Engineering reporting to the CTO with an agreed remit to:

### Understanding needs

Re-organised the engineering department to align with the scaled agile approach. Established clear disciplines and practices to enable scaling agile.

### Multi-disciplinary team

Embedded 6point6 consulting experts into the TMG team in the short-term to stabilise and standardise the approach across the development team.

Cemented a culture of automated testing and continuous integration, including bringing it in-house.

### User Centric design approach

Recruited an in-house engineering team to build out internal APIs and an in-house development team for the TMG Travel product.

The team acted as a point of escalation for the multiple development and engineering teams.

### Building quality in

6point6 specialists were strategically deployed across TMG technical teams to help remove delivery obstacles and ensure that internal business clients gained confidence in IT delivery.

“TMG’s world is fast, demanding and constantly changing so we need to work with partners who can be creative, adaptable and supportive to help us deliver quality technology solutions on-time. 6point6 has quickly established a strong reputation in TMG as a knowledgeable, experienced and focussed delivery partner who consistently play a key role in helping us deliver vital Digital Transformation services that help deliver the products and services that put the customer at the centre of everything we do”



telegraphmediagroup

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## The Benefits

### Technologies/Methods in use

Public Cloud (Amazon Web Services)

Scaled Agile Framework (SAFe)

Agile and exploratory testing/  
automated Test and Behaviour  
Driven Development

Continuous Delivery

Content Management

Enterprise Integration Patterns  
and API creation

Performance testing and analysis

TMG's main high level goal was to re-platform its CMS in order to rapidly increase the productivity of its journalists, enabling them to produce more high quality content to further engage the readership and consequently drive increased advertising and subscription revenue. In addition the new platform was to be an enabler for the rapid development of new and innovative digital products and services, such as the TMG Travel, Apple News and Facebook Instant Articles.

During its first year at TMG, 6point6 has been directly involved in helping to achieve these goals in the following ways:

### Service Capabilities



Digital Transformation



Agile Delivery



Cloud Engineering  
Solution



Architecture

- Contributing directly to TMG IT strategy, leadership and delivery
- Establishing predictable development team velocity by leveraging agile at scale
- Enabling delivery of quality combined with speed by creating a reliable, performant and trusted Continuous Integration and Delivery framework
- Providing specialist expertise to overcome significant and potentially destabilising performance challenges
- Providing strategic and technical leadership of the TMG Travel strategic ecommerce initiative
- Creating new technologies to distribute TMG's content to the emerging 3rd Party News Platform sector, notably Apple, Google and Facebook
- Enabling the future of TMG's digital subscriptions strategy

## About 6point6

Integrating digital technology into your business can result in fundamental changes to how you operate and deliver value to your customers. To go digital is to reinvent yourself to the core, opening yourself and your clients to a world of possibilities.

6point6 is a technology consultancy. We bring a wealth of hands-on experience to help businesses, including financial services providers, media houses and government, achieve more with digital. Using cutting edge technology and agile delivery methods, we help you reinvent, transform and secure a brighter digital future.

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