



The Financial Times Delivers a Personalized Customer Experience with Salesforce Heroku and AWS

The Financial Times



**FINANCIAL
TIMES**

The Financial Times ([FT.com](https://www.ft.com)) is a one of the world's leading news organizations, with an emphasis on business and economic news. The Financial Times has 850,000 subscribers, 650,000 of which are digital only. As is the trend across the news reporting industry, the Financial Times is on its way to solely publishing content digitally in an effort to expand its global reach, while also cutting overhead.

Challenges: The Financial Times needed a more agile, cost-effective development solution to grow its digital business, while also enabling them to deliver breaking news around the world.

Solutions: Salesforce Heroku and AWS provided a highly available development Platform as a Service (PaaS) with user-friendly tools and services.

Benefits: The Financial Times releases features and updates more frequently and can leverage more user data to make informed business decisions.

Challenges

As with any news organization, the Financial Times has to be ready to jump on breaking news stories at any time. As such, FT.com cannot afford unplanned downtime and needs its critical services to have a high level of fault tolerance with low latency.

Additionally, the Financial Times's on-premises system was highly complicated and weighed down with old code that made development work more tedious and time consuming. Developers needed a lighter, simpler system that would allow them to build out new features and applications faster as they continue the transition from print to digital.

While the Financial Times wanted a more robust, agile development platform, it wasn't interested in reinventing the wheel. The Financial Times knew that it wanted to minimize the amount of time its IT team and developers spent on infrastructure management, so coming up with a purely in-house solution wouldn't meet the Financial Times's goals.



Solutions

The Financial Times decided to adopt Salesforce Heroku, a lean application development platform as a service (PaaS) that is built on Amazon Web Services (AWS). Operating on AWS provides the Financial Times with the high availability and greater level of fault tolerance for which it needs to reliably deliver the world's breaking news. To increase developer efficiency and lower overhead, FT.com expanded its cloud footprint to include AWS services such as: AWS Lambda, Amazon API Gateway, Amazon Kinesis, Amazon CloudWatch, AWS CloudFormation, Amazon Elasticsearch Service, Amazon S3, and Amazon Simple Notification Service (Amazon SNS). The Financial Times also uses Amazon EC2, Amazon Simple Queue Service (Amazon SQS), Amazon Relational Database Service (Amazon RDS), and Amazon Redshift elsewhere in the organization.

By leveraging Salesforce Heroku, the Financial Times transformed into a DevOps-led engineering culture with an API-first methodology, low operational overhead, and infinite scalability. To make sure that customers are always getting the best experience, FT.com adopted a continuous delivery approach with Salesforce Heroku that allows teams to ship new features frequently and adapt to user expectations.

The Financial Times now has a huge degree of freedom in what it builds. The dev team is able to integrate more data sources, allowing them to create context- and customer-driven applications. The shift to leveraging customer data as an integral part of app development aligns with the values of the Financial Times, because data is at the very heart of its business and financial journalism.

Key Benefits

The Financial Times saw numerous benefits as a result of its use of Salesforce Heroku and AWS. With continuous delivery, the Financial Times shortened its release cycles from about every three weeks to several times a day. It enjoys a high degree of personalization and agility thanks to the customization, scalability, and operational power of Salesforce Heroku and Amazon Web Services. This, coupled with the ability to incorporate large amounts of previously untapped customer data into its releases, has allowed the Financial Times to expend far more energy on its customers, rather than the underlying mechanics of its operations.

As a result of this shift in the way the Financial Times operates, it has seen:



72%

increase in
ad visibility



20%

increase in customer
engagement



50%

increase in
overall ROI*

*As a result of developer productivity, increased ops efficiency, and increased customer engagement



About Salesforce Heroku

Heroku, a part of the Salesforce Platform, is a cloud application platform with integrated data services and a powerful partner ecosystem that allows you to build, manage, and scale applications that drive customer engagement. Salesforce Heroku takes responsibility for running, maintaining, and securing your apps and data, allowing you to focus on innovation and the things that differentiate your business. By delivering a world-class app and data platform that supports a polyglot development environment with powerful and intuitive developer tools, Salesforce Heroku increases developer productivity by 30 to 50%, simplifies IT management and operations, and can enable faster time to market while meeting critical compliance and security requirements. To learn more about Salesforce Heroku, visit <https://www.heroku.com/enterprise>.

About Amazon Web Services

For 10 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers more than 90 fully featured services for compute, storage, databases, analytics, mobile, Internet of Things (IoT) and enterprise applications from 42 Availability Zones (AZs) across 16 geographic regions in the U.S., Australia, Brazil, Canada, China, Germany, India, Ireland, Japan, Korea, Singapore, and the UK. AWS services are trusted by millions of active customers around the world monthly — including the fastest growing startups, largest enterprises, and leading government agencies — to power their infrastructure, make them more agile, and lower costs. To learn more about AWS, visit <https://aws.amazon.com>.

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