

# CASE STUDY TYPE: TRANSFORMATION, COMPANY: MORRIS COMMUNICATIONS



*“NIIT Technologies has been a strategic and transformational partner for Morris” - Steve Stone, CFO, Morris Communications*



## CLIENT SNAPSHOT

1. Morris Communications is a progressive media company and largest mid-sized media service provider in United States
2. HQ in Augusta, GA
3. Provides community, news, information, advertising, entertainment and related content through diverse digital channels and distribution outlets



## CLIENT CHALLENGES

1. Reduce Cost of Operations
2. Innovative and New Revenue stream channels
3. Innovative and Competitive products to serve customer’s customer



## ENGAGEMENT HIGHLIGHTS

1. Global Delivery Network
2. Integrated Media Platform
3. Thought Leadership: Quality and Innovation Team



## KEY BENEFITS DELIVERED

1. Over 15% Cost Reduction Across the Board (Infrastructure, Operations and Technology)
2. Higher Customer Retention and Acquisition (12%)
3. New Business/Revenue Stream (11%)