

Streamlining publishing and operations with Grupo Abril

Leading Latin American media group Grupo Abril engaged WordPress to help drive its digital transformation for 50+ publications.



Grupo Abril, based in São Paulo, Brazil, is one of the largest media companies in Latin America. Among its magazine brands are Veja, the leading weekly publication in Brazil; business and financial news magazine Exame; and the Brazilian editions of Elle, Cosmopolitan, and InStyle. Other divisions include broadcast TV and educational publications.



Abril needed to tame the sprawl of its organic growth

Abril sought to streamline the IT sprawl that had arisen from the organic growth and development of its dozens of media brands. This is a challenge many companies with diverse portfolios of brands continue to face today.

Abril's brands were spread out across several content management systems, including a custom Ruby On Rails system hosted in-house, another hosted via Amazon Web Services, and a Drupal-based system supported by Acquia. Each system had its own dedicated IT support in addition to the centralized IT group. This system was costly and ineffective; it contributed to bloat and stifled innovation.

Consolidating multiple platforms onto WordPress unleashed greater efficiency

Based on the company's internal analysis, their previous system faced three major challenges.

First, the lack of standardization was itself the source of inefficiencies up and down the organization. This led to unnecessary duplicated efforts and layers of complexity.

Second, the company's multiple platforms and resource groups hindered its agility. Responding to opportunities, needs, and market changes quickly was extremely difficult. Central IT resources were tied up supporting the security, maintenance, and uptime needs of each of the platforms. That left precious little bandwidth for feature updates, new site launches, and enhancements.

Third, the pressure on central IT and uneven resources across brands led to prioritization conflicts and inefficiencies. While the highest circulation brands were able to get their needs met ahead of other priorities, some smaller and niche publications struggled to get any attention at all. Because of the logjam, some hadn't had a site update in ten years and as a result, had no mobile-optimized version of their site.

Now, Abril enjoys shared benefits across its portfolio of brands

Abril has made major improvements in agility since standardizing with WordPress. New features and site launches can now be deployed with just a few days' notice. Company resources are no longer tied up in staying up to date with third-party API's like Google AMP, and Abril is now first to market with updates any time those services change.

“We have enormously improved our efficiency since we don’t need additional teams or third parties to support our infrastructure. We can focus on what matters, which is producing content and generating value.”

– RICARDO SCHULTZ
CIO

Now, all of Abril's brands benefit from shared technology. Everything is under a single theme, and even though the larger brands drive the priority and development, every other brand gets the benefit of the features built by the big ones, like Veja and Exame. The smaller brands also get access to all of that. This migration has opened up their pipeline and freed the organization to focus its resources where they can have the most valuable impact – editorial and front-end work.

Key Results

- Empowered editorial team to get more done independently, reducing reliance on IT staff
- Sped up hiring and training thanks to the enterprise WordPress ecosystem
- Standardized all of its sites, implementing a “develop once and use for all brands” strategy
- Simplified and streamlined ad inventory
- Improved efficiency and productivity of its IT teams
- Freed up deployment pipeline from gridlock in maintenance and security updates
- Reduced and optimized the work required to support advertising deals
- Increased launch agility and the ability to service smaller brands
- Shifted staffing patterns to bring on more high-value front-end resources
- Significantly reduced CapEx and OpEx compared to previous years