

Procase enjoys 13 years as leading technology partner to The Globe And Mail

The Globe And Mail

Client since February 1997
Location: Toronto, Ontario, Canada
Industry: Media/Publishing



Client Overview

The Globe And Mail operates a suite of Canadian-owned Internet properties in the categories of news (globeandmail.com), finance (globeinvestor.com), sports (TSN.ca, globesports.com), automotive (globeauto.com) and jobs (workopolis.com). This suite once included directories (yellowpages.ca) and portal (sympatico.ca). The Globe And Mail also enables commercial customers to incorporate news, research, analysis, data, and interactive tools into their own Web sites quickly, without complex technical integration.

Client Objectives

The Globe And Mail became the leading operator of Internet properties and provider of re-branded content by combining its publishing resources with effective database and web delivery technology. They must continue to provide value-added services to its customers to maintain its competitive advantage.

In 1996, The Globe And Mail set its strategy to provide financial information to users via the Internet and other electronic media. The first initiative was to convert its outdated mainframe-based mutual fund database to an Oracle platform. They had no time or budget to build Oracle technology skills within its own organization. Earlier IT conversion projects using consulting vendors had not gone well. The strategy depended on finding the right project management and technology resources from an outside vendor.

Procase Contribution

In February 1997, the GIS division of the Globe and Mail chose Procase as their Oracle solution provider. The decision was based on our technical excellence and proven track record. The first achievement was a Mutual Fund system, which was developed 11% under budget while incorporating extra features such as real-time asset valuations and automated electronic data updates.

In May 1997, the Globe adopted a strategic direction to establish itself as a leading provider of business information Web sites. Procase was mandated to lead this effort. Within five months, Globefund.com was launched and consequently won the 1998 Best New Consumer Online Product award.

Additions to the family of Web products included Portfolio Tracker, which incorporates Web based transaction management and security; award winning workopolis.com, which used Oracle Text as its search engine; Globeinvestor, Globeadvisor, Yellowpages.ca, Chaptersglobe, Globesports, Globeauto and others. Combined, these products are a commercial success, serving Hundreds of millions of pages to over a million users throughout North America each month.

Technology

Oracle 8i - 11g, Oracle 9iAS – PL/SQL, Java, Oracle Developer, Discoverer

Results

Procase developed each system on time, under budget, and with valuable unanticipated features.

Since 1997, The Globe And Mail has developed more than 15 database-driven Internet applications and many client-server systems using Procase in Senior Project Management and Development roles. Today, Procase remains the primary technology services vendor for The Globe And Mail.