

Intangent Expertise Leads to Improved Efficiency for Time Customer Service Inc.

"Time Customer Service didn't have the internal resources to leverage incentive compensation management to its maximum potential. Developing that capacity would have taken people away from other priorities, and they were already stretched to the limit. Intangent's expertise provided TCS a long-term strategy for their business development goals."

Chris Wales,
President, Intangent



Customer Profile

Time Customer Service Inc. (TCS) is a customer service, information systems, marketing services and subscription fulfillment operation of the Time Inc. magazine company, a division of Time Warner.

TCS provides customer and data support for Time magazines and businesses such as Martha Stewart Living Omnimedia, National Geographic Society, American Express publishing, and Harvard Business Review.

The company is based in Tampa, Florida and has over 1,000 employees.

Challenge

TCS was leveraging IBM's Cognos ICM solution for a targeted development strategy, and had eight employees dedicated to managing the Compensation Accounting System (CAS). However, the CAS team lacked the application-specific knowledge required to optimize the Cognos ICM. Developing those skills in-house would have depleted IT resources and compromised other initiatives. TCS needed outside expertise to help them align business objectives with effective compensation strategies.

Solution

In 2011, Intangent worked closely with the TCS Finance department to understand the company's financial goals and design an effective ICM strategy. Intangent was flexible in working with the TCS business schedule, holding weekly meetings to update TCS on their progress. Through that close working relationship, Intangent developed an intrinsic understanding of TCS business priorities and was able to roll out plans that were strategically aligned with corporate goals.

Before Intangent

- Lack of time or focus on strategic development needs
- Limited in-house knowledge of ICM application
- Limited resources to support IT projects

Goals

- Infuse expert understanding into TCS's compensation plan
- Free up IT resources for other priorities
- Develop long-term compensation strategies

After Intangent

- Expertly designed development strategy
- More available resources for business and strategic development needs
- Diminished dependence on IT support

The Intangent Difference

Intangent developed a support package for TCS and used its application expertise to:

- **Design Sophisticated Compensation Plans** – Intangent supported TCS to leverage the ICM solution to its maximum potential
- **Identify Strategic Opportunity** – Intangent revealed several key, targeted business development strategies for TCS
- **Transition to the Cloud** – Intangent successfully facilitated TCS's transition to a cloud platform

Intangent support services were successful in providing TCS with more flexibility and agility to free up internal resources for other IT initiatives.