

Commerce

How Bonnier Corp. launched 40 apps in 10 weeks with Naviga Commerce

MIGRATION REQUIREMENTS:

- ▶ Build and launch apps for both iOS and Android
- ▶ Streamline the production process
- ▶ Offer a mobile-optimized reading experience
- ▶ Transition customers seamlessly to the new apps
- ▶ Migrate fulfillment house integrations
- ▶ Realize cost savings and increase efficiency
- ▶ Launch new apps in a tight timeframe

The Challenge

With a vast portfolio of brands, Bonnier Corp. required significant internal resources to produce and maintain magazine apps for each of its publications. Recognizing this, the company sought a solution to streamline production and app development to alleviate internal resource needs. Bonnier Corp. turned to Naviga to manage its digital production, power its iOS and Android apps and manage the resource intensive process of improving and updating apps across multiple brands.

The Solution

Naviga’s onboarding team partnered with Bonnier Corp. to build and launch the new apps. This included the smooth migration of existing app users and fulfillment house integrations. The teams launched an average of 4 apps each week, totaling 40 iOS and Android apps for 20 publications in 10 weeks. Shawn Macey, Vice President, Enterprise Solutions at Bonnier Corp. said about their experience: “Naviga really worked as our partner and addressed any operational concerns and special needs; high marks for the Naviga account team”.

As Bonnier Corp. titles are already available on the Naviga newsstand, the many years’ worth of back issues were ready for publishing without additional production. Macey found the onboarding process to be seamless and easy to roll out. He continued to say, "onboarding

was very well planned. Naviga worked diligently to launch a lot of apps in a tight timeframe."

The newly launched apps included out-of-the-box features, such as the responsive text reader, bookmarking and interactive table of contents. The same content is published across both iOS and Android apps and provides a beautiful reading



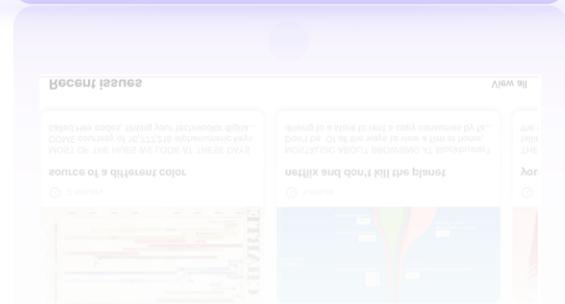
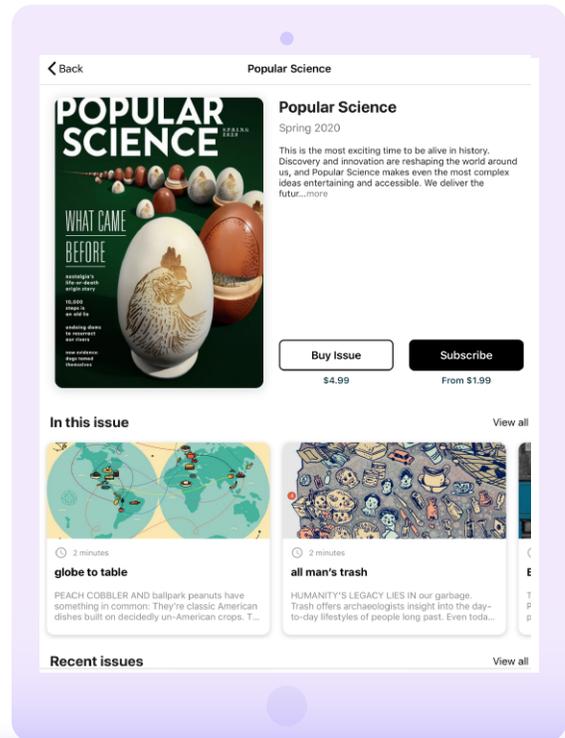
experience optimized for mobile and tablet. This was a significant upgrade from the previous iOS apps. Macey stated, "Naviga gave the ability for customization and mobile adaptive rendering, keeping our apps updated and current." This, coupled with improved production efficiency, saved Bonnier Corp. a third of production time.

With the launch of its Naviga-powered apps, Bonnier Corp. enhanced the reading experience, grew its addressable audience, streamlined production and publishing, and seamlessly migrated customers.



Naviga gave the ability for customization and mobile adaptive rendering, providing the best user experience and keeping our apps updated and modern.

Shawn Macey
Vice President, Enterprise Solutions



About Bonnier Corp.

Bonnier Corp. is the world's premier network of enthusiast magazines. With a vast portfolio of iconic brands, Bonnier Corp. inspires enthusiasts to pursue their passions. Bonnier Corp. helps other brands connect with a powerful, active and influential group of passionate enthusiasts.