

# Future-forward learning and media company

Sanoma uses a multi-cloud strategy  
to accelerate innovation in learning  
solutions





Call for change

# Making a bold shift to the cloud

Sanoma's roots date back to 1889, when Päivälehti, a Helsinki-based daily paper was founded. Today, Sanoma is the leading European provider of learning solutions in print and digital format in the K-12 segment and the leading consumer media company in Finland.

Sanoma is a frontrunner in transforming its systems and processes to maximize the benefits of digitalization. In order to make their future-forward vision a reality, Sanoma worked closely with Accenture to further transform their IT environment with cloud.

Sanoma is a front-running multi-channel media company and leading European provider of learning solutions with the passion to inform and entertain.

When tech meets human ingenuity

# It's all about co-creation

**Building on this successful relationship, Sanoma and Accenture have collaborated to design and implement a cloud-first strategy utilizing the Amazon Web Services (AWS) platform migrating Sanoma's enterprise systems and tools to the cloud. Altogether, the migration effort included more than 100 business applications and approximately 1000 terabytes of data and modernization of both many applications and data & file services.**

From the start, the working relationship between Sanoma and Accenture was all about co-creation. The two organizations worked as a unified team in every step of the cloud journey—from the design and development of the infrastructure solutions, business case and execution plans to the AWS implementation to the ongoing maintenance of the cloud infrastructure. That teamwork carried through to other critical enterprise IT improvements.

The projects complied renewing Sanoma's network environment with new technologies and devices, strengthening the local and backbone network, and importantly, also migrating all user workstations (4,000+) to Windows 10 and all user files to Microsoft's OneDrive file-hosting service. Additionally, the team implemented Office365, moved from on-premise Microsoft SharePoint to SharePoint Online. The Azure Active Directory enterprise identity service enabled single sign-on and multi-factor authentication to protect Sanoma's new workplace from cybersecurity attacks.

To help ensure the success of the multitower IT transformation, Sanoma and Accenture provided training and coaching to assist the workforce in its transition to the new cloud-based IT and workplace models. And to ensure that employees would continue to get the most from the new IT capabilities, the team set up a new global help desk with a host of self-help tools and live support in Finnish, Dutch and English.



A valuable difference

# What 99+% in the cloud means

**With its cloud-first strategy and successful AWS and Azure deployments, Sanoma has moved 99% of its infrastructure and applications to the cloud. Sanoma's mission to educate and deliver learning, independent media and entertainment is now all the more actionable.**

With its new cloud-enabled IT environment up and running, the benefits to Sanoma are meeting and exceeding the company's goals for improved transparency, resiliency, and agility. The company can, for example, now integrate acquisitions and manage the separation of divestments significantly faster and with less effort than before the cloud journey. What was a complex, costly and risky IT environment has become simple, fast and reliable.

The cloud's scalability means computing capacity can be ramped up or down as needed. Better yet, there's full transparency of cloud consumption. Every business and function within the Sanoma group can see exactly what they are consuming in the cloud and decide how to optimize their use. The available reporting is so detailed that it's even possible to analyze consumption up to individual service level, transforming the ability of managers to see and control their costs.

## A valuable difference

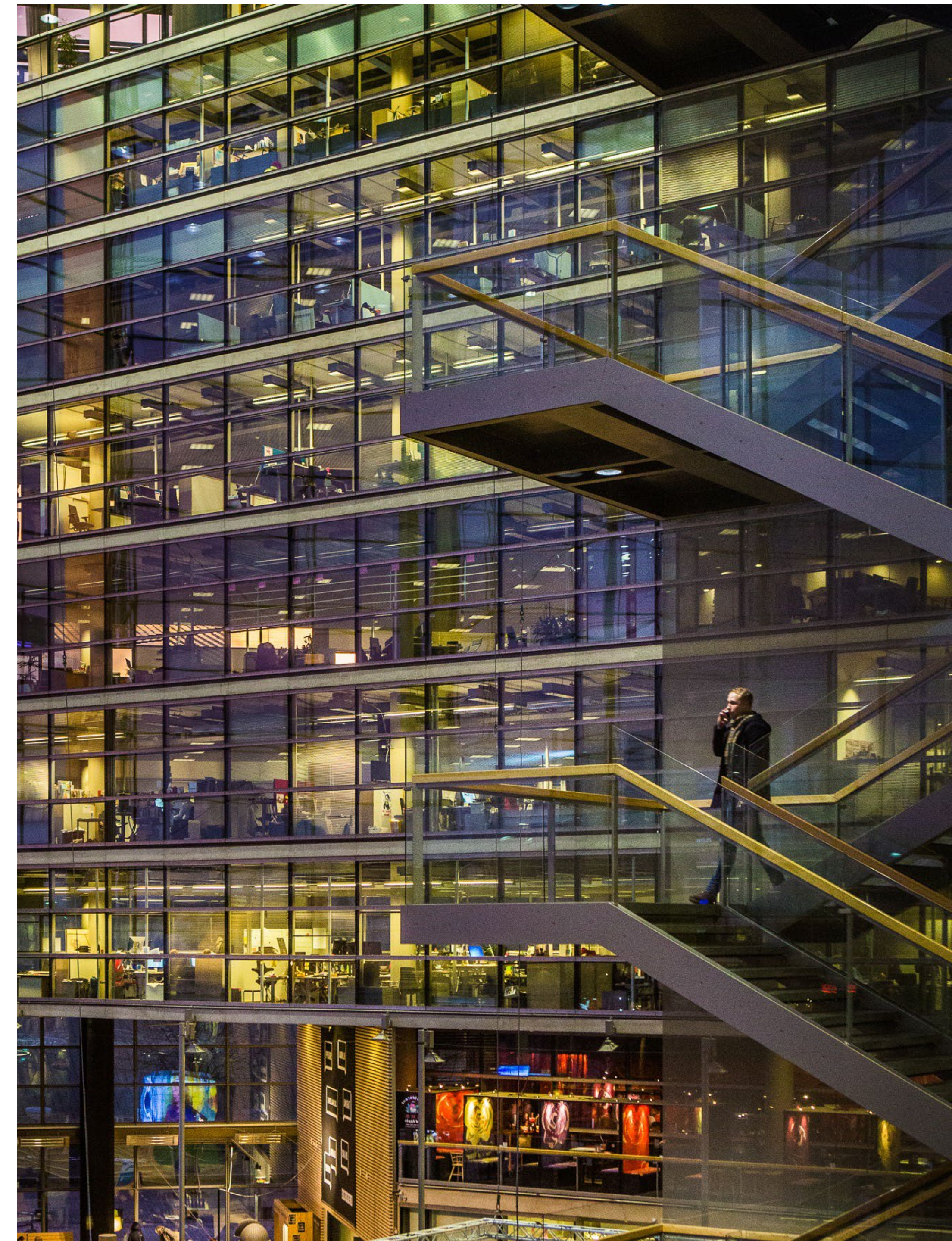
Sanoma's employees are also benefitting from the transformation. Thanks to the evergreen delivery model, infrastructure (and, increasingly, applications) update automatically. That means users are always working on the latest and most secure versions of any software—and in many areas Sanoma no longer has to plan and pay for extensive upgrade programs, thanks to the evergreen cloud resources in use. Four thousand employees are now able to work, access data and share information in both the latest Windows and Mac environments.

Importantly, tech support is just a click away. Sanoma's people are able to not only self-manage many of their support needs, but also take advantage of the cloud's inherent flexibility. That means that they can work from anywhere, using their own devices safe in the knowledge that their data is protected and secure. For example, a field reporter's work will no longer be uninterrupted by the technical issues that could have halted their progress with Sanoma's previous technology. For those who need it, tailored support through multiple contact channels and languages is available.

The value of the new cloud foundation was particularly evident at the onset of the Covid-19 pandemic. The cloud's scalability was invaluable,

for example, in meeting the sudden and sizeable growth in demand for online learning. And because Sanoma had already enabled its people to work via the cloud on new technologies, all the workforce needed was an internet connection to continue working remotely in safety. Onboarding new joiners remotely is also seamless. Regardless of where they are located, they can quickly access the tools, data and services they need. That capability is crucial for a business like Sanoma that is growing through acquisitions.

With its enterprise IT move to cloud, Sanoma became fully equipped to better serve customers and flourish as a leading media and learning business for years to come. Its highly resilient and agile technology architecture is the prime enabler of the company's digital future.



## **About Accenture**

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services — all powered by the world's largest network of Advanced Technology and Intelligent Operations centers. Our 699,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities.

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