

"I am genuinely pleased with our decision to outsource the customization work of our CRM system to the Lansdale Group. The decision to outsource the customization of our mission critical CRM system was a strategic one and has afforded us many benefits that we would not have realized by continued in-house customization. The Lansdale Group is a true partner that brings the highest caliber of expertise in CRM concepts and Pivotal eRelationship to the ongoing evolution of our CRM system."

**Doug Coleman,
Director of Application
Development,
Comedy Central**



Case Study: Comedy Central

The Funny Business

Comedy Central, the only all-comedy network, currently is seen in more than 80 million homes nationwide. They are owned by Comedy Partners, a 50-50 joint venture of Time Warner Entertainment Company and Viacom. The all comedy network features an eclectic mix of original programming, stand-up comedy, sketch comedy, classic television shows and movies. With over 3,500 affiliates nationwide Comedy Central reaches 88% of cable homes and can be seen in 73% of all U.S. households.

Comedy Central developed a Customer Relationship Management system based on the Pivotal solution. This tailored solution enabled them to achieve the market penetration they enjoy today. The problem with having 88% market penetration is that you have almost nobody left who needs your product or service. Since they had all the infrastructure and sales teams already in place, they agreed to market another cable network.

A CRM System Adapts to a New Business Opportunity

The new marketing agreement would allow Comedy Central to leverage its CRM system; however, the original CRM system was designed to support only a single cable network. With this new business requirement Comedy Central would need to evaluate the current system against new business requirements, design and implement enhancements, and migrate existing data to support the enhanced system. With the recent departure of their full time, internal Pivotal developer and faced with a challenging project on a short deadline, Comedy Central turned to the Lansdale Group to get the job done.



The Lansdale Group is an eBusiness solutions company that specializes in implementation of packaged front office systems. We work with our clients to integrate all of their customer facing activities, the result is more effective and complimentary sales, marketing and customer service. Our clients value the unique combination of working with a demand chain focused company and world-class professionals.

The Lansdale Group provided Comedy Central with a small team of senior multi-skilled consultants who offered not only expert development skills in the Pivotal Toolkit, but also leadership and proactive guidance. By taking time to understand the business issues driving Comedy Central's need for a new CRM system, the Lansdale Group's consultants were able to design a system that met key business objectives at an economical cost and within tight time constraints. The Lansdale Group further ensured project success by working hand in hand, albeit from a remote site, with Comedy Central staff utilizing an iterative development methodology. The result is a system with the flexibility to support not only the current need, but also any similar marketing arrangement in the future.

The Beginning of a Long Term Relationship

The project was a success in its own right; however, during the course of the project Comedy Central observed the many advantages of partnering with a firm offering Managed Application Services for Pivotal Relationship. The Lansdale Group consultants demonstrated a keen interest in understanding Comedy Central's overall business as much as the immediate needs for system enhancements. With this insiders' perspective, the Lansdale Group consultants were able to bring to bear their consulting and development skills efficiently and effectively. However, once the project was over, the costs for these resources went away until the next business driven requirement for system enhancements or modifications.

Rather than replace their internal development capability, Comedy Central concluded that utilizing the Lansdale Group for outsourced Pivotal development would provide the maximum return on their development costs. Since the need for development services to support CRM system enhancement projects at Comedy Central are characterized by peaks and valleys, Comedy Central opted for a shared resource model in which Lansdale Group consultants allocated to Comedy Central work on other client projects between projects. By maintaining resources that understand Comedy Central's business and CRM system, the Lansdale Group is able to offer continuity of services but with an on-demand cost model.

For more information visit:
www.lansdalegroup.com

To speak to someone call:
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